

Oklahoma
Arkansas
Texas
Louisiana
+ Center of the Southwest

DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 12, No. 3

MARCH, 1933

Price, 15 Cents



This month we picture the Dallas Athletic Club. This is the twelfth of a series of sketches by Guy F. Cahoon.

IN THIS ISSUE: Permanent Foundations ♦ Membership Roster
Oil Exposition ♦ Industrial News ♦ Frauds-Fakers
Confidence Needed ♦ Domestic Allotment Plan ♦ Merchandise Information ♦ Editorials

good PRINTING

However much or little attention you pay to printing costs in the economical conduct of your business, a check-up of your real economies effected will reveal this one fact: Unless you've seen to it that the quality of your printing has been GOOD throughout—then an important point of economy has been overlooked.

This is particularly true in respect to your mailing pieces. You've doubtless made no retrenchment in the care given to the copy preparation in them, or in the intelligent picture presented of the product or service you have for sale. But if an effort for economy asserts itself in the PRINTING of your message, your carefully conceived picture is stripped of much of its color and appeal.

You need not ignore quality in the face of low price. If you're having to do it, though, in order to save actual money spent on your office forms, blotters, envelope stuffers, folders, announcements—let us suggest that you test our ability to give GOOD printing, together with an invoice price no higher than you are now paying.

Publishing

We can SAY no more about our facilities for publishing than the quality of our work in "Dallas" Magazine can SHOW.

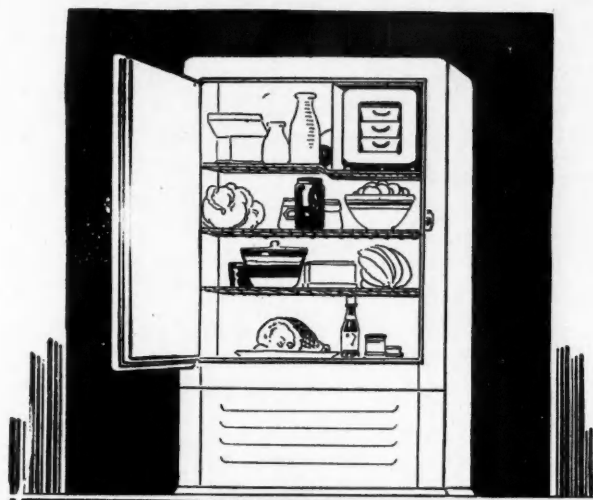
Except, possibly, that aside from printing "Dallas" this Company publishes two directories and one magazine of its own—and that our schedule can be readily adjusted to include the printing of another quality publication.

Call Seven » One » Two » Five » Nine **GINNER & MILLER**

RICHARD HAUGHTON, *President*
W. G. OLIVER, *Sec'y-Treas.*

3116-18 COMMERCE ST.
DALLAS, TEXAS

Publishing Co.



ELECTROLUX

The Gas Refrigerator

It stands its ground without a single moving part, and conquers a Texas summer. Have you ever seen a gas freezing unit in action, with a tiny gas flame doing the work *silently*?

Men who are accustomed to natural gas in industry are quick to appreciate the simplicity of gas refrigeration, and its economy. Won't you call and let us show you how valuable this machineless refrigeration would be in your home?

In its ribbon-type shelves it will keep foods *fresh*, at a year-around temperature below 50 degrees F., and it runs for less cash than any other system.



**Runs 40 hours on
nickel's worth of Gas**

*5 cents' worth of Dallas gas
service will run a refriger-
ator 40 hours.*

LONE STAR
The Dallas  Gas Company
GAS SYSTEM

Life Insurance Must be Good

DALLAS BUSINESS MEN WHO CARRY \$100,000 OR MORE OF LIFE INSURANCE.

E. M. Anderson.....	\$ 100,000
Frank E. Austin.....	120,000
Fenton J. Baker.....	100,000
Paul Berwald.....	120,000
Whitaker Broadnax.....	142,500
John W. Carpenter.....	136,765
Col. Sam P. Cochran.....	100,000
Rosser J. Coke.....	700,000
C. M. Cockrell.....	120,000
Carr P. Collins.....	456,500
Thomas E. Cranfill.....	275,000
Dean M. Faulkner.....	186,000
M. Feldman.....	175,000
Fred F. Florence.....	750,000
M. E. Florence.....	120,000
Dr. A. I. Folsom.....	100,000
Himan Gendel.....	102,000
Henry M. Halff.....	105,000
Leon A. Harris.....	185,000
S. J. Hay.....	115,000
C. N. Hilton.....	424,500
Karl Hohlitzelle.....	890,500
Edgar S. Hurst.....	101,500
Melvin K. Hurst.....	133,000
T. E. Jackson.....	150,000
Leslie L. Jacobs.....	190,000
Van Johnston.....	160,000
Fred E. Johnston.....	104,900
T. R. Jones.....	500,000
Herman Klar.....	121,000
Dr. Eldon L. Knox.....	150,000
Arthur L. Kramer.....	550,000
Horace H. Landauer.....	155,000
Dr. H. R. Levy.....	112,000
Clarence E. Linz.....	1,036,000
Eugene P. Locke.....	170,000
Fred Mallinson.....	100,000
Herbert Marcus.....	725,000
Z. E. Marvin.....	295,000
D. G. McFadin.....	250,000
Frank L. McNeny.....	140,000
Carl Metzger.....	105,000
David Metzger.....	115,150
Dr. Hugh Leslie Moore.....	105,000
G. T. Moore.....	119,500
L. R. Munger.....	200,000
Harry Olmsted.....	150,000
Everett S. Owens.....	325,000
Joseph F. Parks.....	315,000
Julius H. Pearlstone.....	215,000
James M. Penland.....	250,000
S. B. Perkins.....	553,500
E. Gordon Perry.....	500,000
M. M. Plowman.....	135,000
Lawrence S. Pollock.....	350,000
I. Rude.....	135,000
Elihu A. Sanger.....	400,000
George Schepps.....	100,000
Julius Schepps.....	156,000
Harry L. Seay.....	732,640
H. B. Seay.....	262,000
Chas. B. Shaw.....	200,000
Joseph H. Shaw.....	117,500
Harry Sigel.....	208,000
Rae E. Skillern.....	100,000
Louis Sonnentheil.....	125,000
Col. William E. Talbot.....	131,000
R. L. Thornton.....	180,000
Solomon Topletz.....	131,000
Harold F. Volk.....	145,000
Leonard W. Volk.....	120,000
Leslie Waggener.....	160,000
N. C. Walter.....	160,000
Martin Weiss.....	105,000
Rollen J. Windrow.....	145,000
Dr. Robert S. Yancey.....	135,000

The list above was taken from the 1931 edition of "The Texas Index of Greater Patrons of Life Insurance" issued by the Southland Life Insurance Company. No doubt other Dallas business men now have \$100,000 or more of life insurance and some of those listed above may have increased or decreased their total insurance since this list was compiled.

or these Prominent Dallas Business Men Would not Have So Much of it

IN RECENT years men have been turning, in increasing numbers, to life insurance, not merely as a means of protecting their dependents, but as a stabilizer of business and credit, as a safe and profitable investment, and as a means of building and conserving estates and providing income for old age or retirement.

The list of prominent Dallas business and civic leaders shown at the left is one of the strongest endorsements of life insurance any Dallas business man could want. Surely life insurance must be good or these men would not have so much of it.

In justice to yourself, your family and your business, you should take the time to have a representative of one of these Texas companies explain to you how modern life insurance is being used to serve present-day needs.

SOUTHWESTERN LIFE INSURANCE CO.
SOUTHWESTERN LIFE BUILDING
DALLAS, TEXAS

UNITED FIDELITY LIFE INSURANCE CO.
T. & P. BUILDING
DALLAS, TEXAS

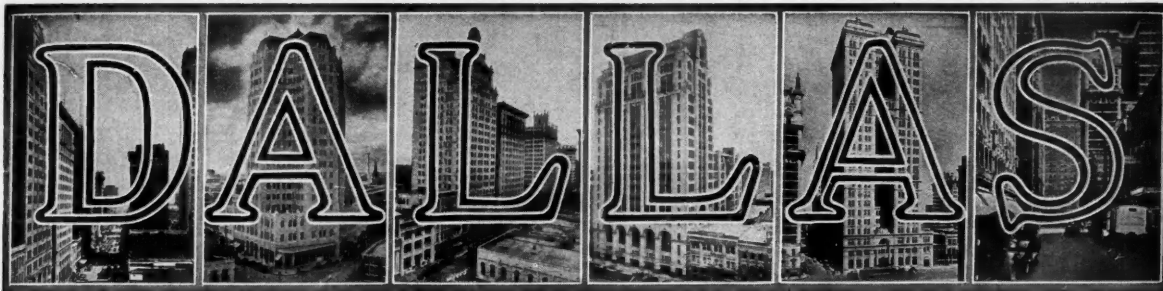
REPUBLIC LIFE INSURANCE CO.
MEDICAL-DENTAL BUILDING
DALLAS, TEXAS

GULF STATES SECURITY LIFE INS. CO.
GULF STATES SECURITY BUILDING
DALLAS, TEXAS

INTERNATIONAL TRAVELERS ASSURANCE CO.
MEDICAL ARTS BUILDING
DALLAS, TEXAS

SOUTHLAND LIFE INSURANCE CO.
JERRY LEWIS
FEBRUARY LEADING PRODUCER OF DALLAS AGENCY
DALLAS, TEXAS

SOUTHERN OLD LINE LIFE INSURANCE CO.
SLAUGHTER BUILDING
DALLAS, TEXAS



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Volume 12

MARCH, 1933

Number 3

Foundations Are Permanent

Head of Electric Association Says Survey of Wants and Needs is Necessary

"WHAT the country needs most right now is a study of the wants of our people, both present wants and probable future requirements, rather than a survey of the sources of power or the study of ergs and joules, watts and calories," J. S. Tritle, president of the National Electrical Manufacturers Association and vice-president and general manager of the Westinghouse Electric & Manufacturing Company, took further issue with the theorists who are predicting our early destruction. The occasion of his talk was the annual meeting of the NEMA held in New York, where Mr. Tritle delivered the president's address.

"In 1820, a report was made to the Senate of Pennsylvania," stated Mr. Tritle, "which read . . . 'there has been a general suspension of labor, the only legitimate source of wealth, in our cities and towns, by which thousands of our most useful citizens are rendered destitute of the means of support, and are reduced to the extremity of poverty and despair. . . . An almost cessation of the usual circulation of commodities and a subsequent stagnation of business, which is limited to the mere purchase and sale of the necessities of life, etc.'"

Commented Mr. Tritle: "Certainly the troubles of that day could not be blamed on mechanization because it had not yet begun. Yet the country was relatively

in worse distress than today and even a greater percentage were unemployed.

"However, the nation recovered in due time from this distress but since that time there have been other trying periods. Always there has been recovery.

"In nearly every one of these intervening depressions the cry has been raised that the growth in the use of machines had been a prime cause.

"No one can deny that there has been a vast increase in productive capacity brought about by mechanization. It has undoubtedly introduced new conditions into our economic situation and must be considered in any plans for restoration.

"Coming nearer to our own time, we will all admit that the forty years from 1889 to 1929 covered a period of the most intense mechanization of industrial processes. But from government statistics we find that in 1889 there were sixty-nine human workers employed in manufacturing industries of each 1,000 of population in the United States. In 1929, after forty years of mechanization, there were seventy-two and one-half workers in these same industry groups for each 1,000 of population. In this there is no evidence of a decline in the need for man power.

"The civilization we have built up is but the starting point of our future development. We will need machines in greater numbers, machines more ingenious and versatile, as we progress.

"As for the immediate future, this period of readjustment of supply and demand, I have no fear. First, I want to point out that there has been no great calamity that has wiped out our real wealth. We have our land, our natural resources and our diversified climates. These are the fundamental sources of true wealth and they are unimpaired. We have our population with their need for food, shelter and clothing. Our schools and colleges and our religious institutions are still intact. Neither our transportation nor our communication facilities have collapsed. Our governmental agencies are all functioning. Our people, on the whole, are healthy, vigorous, intelligent, ambitious and willing to work.

"The foundations upon which our national prosperity has always been based are still intact, though somewhat buffeted. Resourcefulness and our constructive spirit have been stimulated. Much progress already has been made in the way of readjustment.

"From the little red school house to the university we are teaching our young people a higher standard of living—not a lower one. Their wants will be more numerous and more exacting than our own.

"Yesterday it was the automobile, today the radio, tomorrow it may be television. Ingenuity and inventiveness are constantly bringing forth new devices, methods and materials which benefit humanity. Who dares to predict the limits of future development."

DALLAS IS READY for ITS *First Oil* EXPOSITION



E. G. LENZNER, General Manager

The City of Dallas will be the Mecca for all oil men during the week of April 17 to 23, inclusive, when tools and machinery for the various branches of the oil industry will be displayed in the Manufacturers' Building of the Texas State Fair grounds. The "Oil Show" to be held there will show the latest equipment and newest methods developed for the drilling, production, refining, pipe line, natural gas and gasoline and the marketing divisions of this great industry, whose present activities are largely focused in the territory around Dallas. This outstanding event, the Oil Equipment and Engineering Exposition, will be conducted under the direct management of E. G. Lenzner, whose experience during the last few years, insures the benefit that will be derived by the host of visitors, the exhibitors and the City of Dallas.

The Manufacturers' Building, in which the exhibit will be held, offers every facility for showing all types of tools,

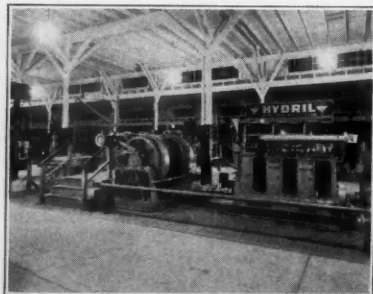
machinery and materials to the best advantage possible. Being equipped with gas, electric current, water and compressed air, it provides for the display of moving exhibits where the operation of machinery can be seen and field conditions simulated. The building is of brick and steel construction, 500 feet by 185 feet in dimension, and has an exhibiting space of 92,500 square feet that is all on one floor.

Many pieces of large equipment that are too large for convenient display within the building will be set up on the vast outside area that immediately adjoins it. On this outside space will also be given demonstrations of tools and machinery, and many of these demonstrations will provide valuable data for all those interested in the work which they will portray.

The exposition will be fundamentally of an educational nature and will give everyone connected with any branch of the petroleum industry an opportunity to

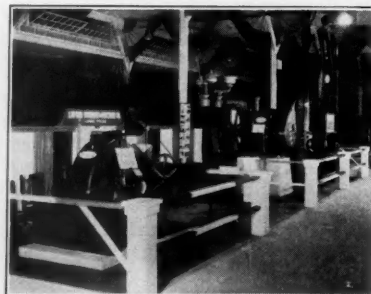
make a thorough inspection of all the latest designs in equipment that can be applied to solve his problems—from making a location for a well to the selling of the refined products. Besides the tools and machinery that will be on display, there will also be technical and association meetings held during the time the exposition is in progress. At these, the latest methods of operation will be described and discussed. These meetings prove of value to the manufacturer of equipment as well as to the men directly connected with field operations.

The equipment that will be on display will come from all parts of the United States and there will be several exhibits of a technical nature shipped in from other countries. Among the technical exhibits will also be many interesting devices that have been developed for research and exploration work, for safety in the field and the refineries, and for assistance in carrying out engineering study.



To the left:—An exhibit of drilling equipment. All types of bits, core barrels, and other sub-surface tools as well as rigs and other surface equipment will be on display.

To the right:—Here are shown pumping units. At the Exposition will be exhibited all kinds of production equipment for wells in every stage of production, including those flowing, those on gas lift, and those on the pump.





THE EXPOSITION WILL BE HELD IN THE MANUFACTURERS' BUILDING, STATE FAIR GROUNDS ♦ ♦ HERE ARE AVAILABLE
92,500 SQUARE FEET OF EXHIBITING SPACE WITH EVERY OTHER DISPLAY FACILITY

Dallas, due to its location in the center of the most active oil-producing area of the country at the present time, is most favorably situated to offer the petroleum industry the opportunity of seeing the new equipment that has been developed to meet the requirements of present-day drilling. Greater efficiency in operation is now necessary and the manufacturers of tools and machinery have perfected their products to provide that efficiency. The Oil Equipment and Engineering Exposition will present the new designs and will provide a means of seeing how the new equipment works, what it is constructed of, and where its most effective application may be.

Visitors to the Exposition will not only be from all sections of the United States where oil is produced and refined, but also from many foreign countries. Plans are now under way to make arrangements for airplane transportation from Maracaibo, Venezuela, to Dallas and return so that an entire week can be spent at the Exposition; and the entire time in making the trip will consume less than fifteen days. Representatives of foreign oil companies are now in various parts of the country and these men will make their headquarters in Dallas while the oil show is being held.

Exhibits will also include several by foreign governments which will display samples of their country's products, together with geological data and methods

of operation. American oil equipment is widely used throughout the world and all foreign oil companies make every effort to learn about the tools and machinery that are being developed in this country. Equipment made in Dallas is used in countries all over the world at the present time.

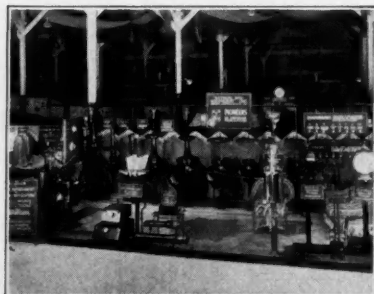
The Dallas Chamber of Commerce is prepared to furnish detailed road information for all sections of the United States, Canada and Mexico. Any visitor writing to this organization, stating the point from which he will start, will be furnished marked highway maps and a detailed log of the preferred route with a listing of mileage figures, restaurants, special points of interest, etc.

Complimentary tickets are being supplied to everyone connected with any branch of the petroleum industry. By means of these, the visitor can visit the Exposition as often as he desires and make a thorough inspection of every piece of equipment in which he is interested. He can thus secure the valuable data made available for him without the cost of admission at each visit. Several of the oil companies are requiring their employees to make reports on the various tools and machinery inspected at the Exposition; and, to facilitate this work, the management is having forms printed and made available for distribution both before the show opens and while it is in progress. The tickets and the report forms can be secured by writ-

ing to the Oil Equipment and Engineering Exposition, P. O. Box 301, Dallas, Texas.

For those coming to the Exposition by train, one night's travel is alone necessary from Tulsa, Oklahoma City and Amarillo; from Big Spring and El Dorado; from Beaumont, Houston, San Antonio and San Angelo. By plane, the time necessary for the trip is but a few hours. All other parts of the country are readily accessible by car, plane and train.

Dallas itself is an oil center of growing importance. There are already more than seven hundred companies connected with one or more branches of the petroleum industry and all of these are naturally vitally interested in the Oil Equipment and Engineering Exposition. Besides the main offices of many companies, there are branch offices of companies operating not only throughout the United States, but also the whole world. The classification of these companies includes producing companies, refining and marketing organizations, independent operators in all branches, drilling contractors, pipe line companies, natural gas companies, natural gasoline manufacturers, consulting geologists and geophysicists, consulting petroleum engineers, petroleum technical associations, pipe line contractors, oil publications, and manufacturers of equipment for drilling, production, refineries, pipe lines, gasoline plants and marketing.



To the left:—This interesting exhibit presents equipment for refineries and natural gasoline plants. Everything from the finest instrument up to cooling towers will cover the refining branch of the industry.

To the right:—The pipe display here illustrated gives an indication of the means used to show visitors the construction of line pipe and casing, together with the latest designs in joints.



• Membership Roster of the Da

Budget Subscribers and Members

Carrying from two to five memberships each

Adolphus Hotel, American Airways, Inc.; American District Telegraph Company, American Optical Company, American Paint & Supply Company, American Paper Stock Company, American Steel & Wire Company, American Type Founders Company; Anderson, Clayton & Co.; Anderson Furniture Company, Arcadia Theatre, Arend-Dawson Company, Armstrong Packing Company, Inc.; Aronson-Rose Manufacturing Company, Inc.; Atlantic Oil Producing Co., Atlas Metal Works, Austin Bridge Company, Austin Brothers, Bailey, Nickels & Bailey; Mrs. Baird's Bread Co., Inc.; Baker Hotel, Baker-Moise Hosiery Mills, Barrow, Wade, Guthrie & Company; A. H. Belo Corporation, Bennett Printing Company, Dr. J. H. Black; Blanton, Thomas & Company, Boedeker Manufacturing Company, Bower Undertaking Company, Boyd Printing Company, The Bradstreet Company, Brannon-Signaigo Cigar Co., Briggs-Weaver Machinery Co., Brown Cracker & Candy Co., S. M. Bulley & Son, Burroughs Adding Machine Company, Butler Bros.

M. H. Cahill, The California Company, Callaway & Reed, Cannon Ball Towel Supply Co., Hamilton Carhartt Overall Company, Central Bitulithic Company, Chase Bag Company, Chevrolet Motor Company of Texas, Chocolate Shop Bakery, Inc.; Christy-Dolph Construction Company, Cities Service Oil Company, Clarke & Courts, Clem Lumber Co., Cochran & Houseman, Henry C. Coke, J. M. Colville & Son, Commercial Standard Insurance Co., C. V. Compton, Continental Baking Company, Continental Gin Company, Cowser & Company, Craddock & Smith, A. W. Cullum & Company, Culum & Boren Company, O. Sam Cummings Agency.

Dallas Aviation School, Dallas Bank & Trust Company, Dallas Building & Loan Association, Dallas Clearing House Association, Dallas Cotton Exchange, The Dallas Cotton Mills, The Dallas Dispatch, Dallas Gas Company, Dallas Hat Manufacturing Company, Dallas Ice Factory, Dallas Medical & Surgical Clinic, Dallas Milk Company, Dallas Morris Plan Bank, Dallas Plumbing Co., Dallas Poster Advertising Company, Dallas Power & Light Company, Dallas Railway & Terminal Company, Dallas Transfer & Terminal Warehouse Co., Dallas-Trinity Warehouse Company, Dallas Union Trust Company, Dallas Waste Mills, Dal-Tex Coffee Company, Darwin & Matthews, Simon David, The Davis Hat Company, Davis Millinery Company, Jacob E. Decker & Sons Sales Company, John Deere Plow Company, Ira P. De Loache, Charles Dennerly, Inc.; Charles L. Dexter & Company, Doggett Grain Company, The Dorsey Company, Drane & Stephenson, Dreyfuss & Son, R. G. Dun & Co., Duntun's Cafeteria, Inc.; Sam Dysterbach Co.

Eastman Kodak Stores, Inc.; East Texas Refining Co., H. L. Edwards & Company, Egan Printing Company, Electric Express & Baggage Co., Employers Casualty Co., Emco Derrick & Equipment Co., Ernst & Ernst, Etheridge Printing Company, Arthur A. Everts Co., Executives of Magnolia Petroleum Co., Exline-Lowdon Company.

Fakes & Co., Farmers & Merchants Compress & Warehouse Co., W. D. Felder & Co., Fenner, Beane & Ungerleider, Fidelity Union Life Insurance Co., First National Bank in Dallas, Fishburn Motor Company, Fishburn-Oriental Dyeing & Dry Cleaning Co., Fleming & Sons, Inc.; Flippen Auto Company, Flippen-Prather Realty Company, Floyd & Lochridge, Fort Worth & Denver City Railway Company, Fox-Coffey-Edge Co., Fulton Bag & Cotton Mills.

General Electric Company, General Electric Supply Corporation, General Market Forecast Bureau, General Motors Truck Company, Gifford, Hill & Company, Inc.; Golden Phessant Restaurant, Goldman Baking Company, Goodrich Silvertown, Inc.; Graham-Brown Shoe Co., W. T. Grant Company, Gray & Graham Co., Graybar Electric Co., Inc.; The Great Atlantic & Pacific Tea Co., Great Southern Life Insurance Co., W. A. Green Company, Griffiths & Company, Dr. C. M. Grigsby, S. C. Griswold, Inc.; Gulf, Colorado & Santa Fe Railway Co.; Gulf Insurance Company, Gulf Refining Company, Gulf States Security Life Insurance Co., Gullett Gin Company.

Haggar Company, Hall Curtain Corporation, C. S. Hamilton Motor Company, K. N. Haggood, A. Harris & Co., Harris-Lipsitz Realty Company,

Hart Furniture Company, The Haverly Furniture Company, H. H. Hawley Co., William Z. Hayes, Helpy-Selfy Stores Company of Dallas, Henger & Chambers Company, Hesse Envelope Company of Texas, Higginbotham-Bailey-Logan Co., Higginbotham Millinery Co., Higginbotham-Pearlstone Hardware Co., Highway Motor Freight Lines, Inc.; Hilton Hotel, Hoblitzelle Holding Corporation, Home Furniture Company, The Hoover Company, Hoover-Lehman Company, Huey & Philp Hardware Company, Hughes Bros. Manufacturing Co., Humble Oil & Refining Company, Hunt Grocery Co., Huttig Sash & Door Company of Texas.

Ideal Laundry Company, Inc.; Industrial Properties Corporation, International Harvester Company, International Travelers Assurance Co., Investment Finance Corporation.

A. A. Jackson, Sr.; Jaggers-Chiles-Stovall, Inc.; Japan Cotton Company, Johnston Printing & Advertising Co., Jolech Shoe Company, John L. Jones Furniture Company.

E. M. Kahn & Co., J. Kahn & Co., Inc.; Ben E. Keith Company, Edwin J. Kiest, Killingsworth Self Serving Stores, Kirkpatrick-Thompson Co., Knight's Motor Hotel, S. H. Kress & Company.

La Mode Ready-to-Wear, Inc.; Lang Floral & Nursery Company, Lang & Wittich, Geo. V. Launey & Company, W. J. Lawther Mills, Leachman's Dallas Steam Laundry & Dye Works; Leake, Henry & Young; Liberty State Bank of Dallas, Lichtenstein-Mittenthal Co., J. W. Lindsley & Co., Lingo Lumber Company, Linz Bros., Locke, Locke, Stroud & Randolph; Lone Star Cement Company of Texas, Lone Star Gas Company, Lorch Manufacturing Company, G. W. Loudermilk, Love Field Company, W. P. Luse.

Justin McCarty, Inc.; McCormick, Bromberg, Leftwich & Carrington; McCrory Stores Corporation, McLaughlin Hosiery Mills, Inc.; McGehee & Company, McGregor & Company, McKesson-Crowder Drug Company, McNeny & McNeny, Drs. McReynolds, Seay & Newton; Mack-International Motor Truck Co., Magnolia Petroleum Co., C. L. Maillot; Major, Cleaver & Co., Marathon Oil Company, Marcy Lee Manufacturing Co., Marvin's Drug Company, Mayfair Hotel, Brook Mays & Co., Melba Theatre, Mercantile Bank & Trust Company of Texas, Metropolitan Building & Loan Association, Metzger Dairies, The L. E. Myers Co., The Milliners Supply Co., Missouri-Kansas-Texas Railway Lines, Missouri Pacific Railroad Co., John E. Mitchell Company, N. E. Mittenthal & Son, Moise & Mills, Inc.; P. O'B. Montgomery, Moore & Co., Moore-DeGrazier Co., Morgan Warehouse & Commercial Co., Morris Buick Company, Jno. E. Morris Co., Morten-Davis Company, Morton Salt Company, Mosher Steel & Machinery Co., The Murray Co., The Murray Investment Company.

National Bank of Commerce, National Casket Co., National Surety Co., Neiman-Marcus Company, Nichols Bros. Garage, Robert Nicholson Seed Co., Northern Texas Traction Co., Novich Bros., Inc.

Oklahoma Contracting Company, Old Mill Theatre, Olive & Myers Manufacturing Co., Olmsted-Kirk Company, Oriental Art Company, Oriental Laundry Company, Oriental Oil Company, Otey Envelope Company, Otis Elevator Company, Geo. W. Owens Lumber Co., J. C. Ownby.

P & B Brake Service, Packard Scruggs Co., Padgett Bros., Palace Theatre, Pearlstone Mill & Elevator Company, Peaslee-Gaulbert Corporation, Peat, Marwick, Mitchell & Company, Dr. Pepper Company, Perkins Dry Goods Co., Perry Motor Co., E. A. Pierce & Company, Pig Stands, Inc.; Pittsburgh Plate Glass Company, Planters Cotton Oil Company, Pollock Paper & Box Co., Postal Telegraph-Cable Company, Potts-Knauer Leather Co., Practical Drawing Company, The Praetorians, Prather Cadillac LaSalle Co., Procter & Gamble Distributing Co., The Procter & Gamble Manufacturing Co., Producers Milk Company of Dallas, The Progress Laundry & Cleaning Company, Public Theatres Corporation, The Pure Ice & Cold Storage Co.

RKO Southern Corporation, Radio Equipment Company of Texas, Red Wing Shoe Company, I. Reinhardt & Son, Republic Insurance Company, Republic National Bank & Trust Co., Reynolds-Penland Company, Rio Grande National Life Insurance Co., Robb & Rowley Theaters, Inc.; Robinson-Brewington Lumber Co., Roos-Freedman-Shayn Company, Gus Roos Co., Rose-Wilson Company.

Safeway Stores, Inc., of Texas; St. Louis Southwestern Railway Lines, The Samuel Clinic, Sanger Bros., Inc.; Schaeffer Garment Company, Schepps-Kleber Baking Co., The Schoellkopf Co., Schwarzenbach Huber & Co., Gross R. Scruggs

& Co., Sears, Roebuck & Company of Texas; Seay-Cranfill Co., Seay & Hall, Securities Corporation of America, Shaw Jewelry Company, Shell Petroleum Corporation, J. H. Shelton Co., Shuttles Bros. & Lewis, John J. Simmons & Co., Simms Oil Co., Skillern & Sons, Inc.; Skinnie & Jimmie's Firestone Service Stores, Inc.; Ed C. Smith & Bro. Undertaking Co., Smithdeal, Shook, Spence & Bowyer; Southern Cotton Co., Southern Ice & Utilities Co., Southern Paving Company, Southern Pacific Lines, The Southern Supply Company, Southern Union Gas Company, Southland Greyhound Lines, Inc.; Southland Hotel, Southland Life Insurance Co., Southwest Baking Company, Southwest Cigar Co., Southwest Clinic, Southwest Dairy Products Company, Southwest Stone Company, Southwestern Bell Telephone Company, Southwestern Blue Print Company, Southwestern Drug Corporation, Southwestern Life Insurance Company, Southwestern Paper Company, Louis N. Sparkman & Company, Inc.; Standart-Tilton Milling Co., Standard Brands, Inc.; Standard Sanitary Manufacturing Co., Stewart Office Supply Co., R. H. Stewart, Stewart Title Guaranty Co., Stoneleigh Court, Studebaker Corporation of America, Sun Oil Company, Superior Products Company.

Tarver, Steele & Co., Inc.; Temple Manufacturing Company, Tennessee Dairies, Inc.; Terminal Building Corporation, Texas Bank & Trust Company, Texas Bitulithic Company, The Texas Company, Texas Corrugated Box Co., Texas Cut Stone Company, Texas Employers Insurance Association, Texas Farm & Ranch Publishing Co., Texas Land & Mortgage Co., Texas Oak Flooring Company, The Texas & Pacific Railway Company, Texas Paper Company, Texas Power & Light Company, Texas Textile Mills, Times Herald Printing Co., Inc.; Edward Titche, Titche-Goettinger Co., Inc.; Tracy-Locke-Dawson, Inc.; Traders & General Insurance Company, Tretolite Company, Trezevant & Cochran, Trinity Lumber Company, Trinity Portland Cement Company, Trinityfarm Construction Company.

United Advertising Corporation, United Fidelity Life Insurance Co., United Glass & Mirror Company, United States Coffee & Tea Co.

J. D. Van Winkle Co., Victory-Wilson, Inc.; Volk Bros. Co., Wm. Volker & Company. Walgreen Drug Stores, Inc., C. C. Walsh, Waples-Platter Co., Inc., The Watson Co., Weaver Funeral Home, The Weichsel Company, I. H. Weil & Co., Western Newspaper Union, Western States Grocery Company, Western Union Telegraph Co., Westinghouse Electric Supply Co., J. M. Wilcox & Co., Willard Battery Company, Willard Hat Company, Geo. O. Wilson, Wilson Printing Company, F. W. Woolworth Co., Wyatt Food Stores, Wyatt Metal & Boiler Works.

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The Dallas Chamber of Commerce

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(Continued on Page 18)

» Industrial News «

Dallas Manufacturers

In the next issue of "Dallas" the Industrial Department will begin a series of articles on Dallas industries dealing with the growth of these industries, the goods they manufacture, the markets they serve, and other interesting facts about Dallas factories.

This series will deal particularly with plants that are enlarging, adding new equipment, making new products, or otherwise expanding their operations or the scope of the territory they serve. Much of this information will be collected by the Industrial Department in visits to various Dallas industries, but all industries are invited to send in information suitable for use in this series.

It is expected that these articles will be valuable to Dallas manufacturers in acquainting others with their products, and in impressing on other lines of business in Dallas the importance of manufacturing industries to Dallas and with the opportunities for further development of local industry that are now more apparent than ever before in the city's history.

One hundred seven new businesses were established in Dallas in February, compared with ninety-two in January and approximately twenty-five per cent ahead of February, 1932. Sixteen of these new concerns were wholesalers and jobbers, forty-six retailers, four manufacturers, thirteen identified with the oil industry, twenty-three classified as miscellaneous and ten branch facilities of sectional or national concerns.

Oil Development

The continued growth of Dallas as an oil center is reflected in the following developments during February:

Ampco Engineering Company, Tower Petroleum Bldg., refining engineers, organized by Allen M. Peairs, formerly connected with Engineering Service, Inc.

H. W. Bass Drilling Company, 1814 Magnolia Bldg., organized by H. W. Bass, H. H. Champlin and others; drilling contractors.

Channel Transport & Marketing Company, 703 Browder street, organized by the Murchison interests to build a pipe line from the Conroe field to tidewater.

T. B. Cochran Drilling Company, 906 First National Bank Bldg., incorporated by T. B. Cochran, A. F. Vowden and C. M. Johnson; drilling contractors.

Crawford & Brillhart, 832 Wilson Bldg., geologists.

Dalport Oil Corporation, organized by W. L. Todd and associates, 1505 Magnolia Bldg.

Bert Field, drilling contractor, established office at 1112 Kirby Bldg.

G. & A. Oil Company, 1007 First National Bank Bldg., organized by W. T. Graham, president, Dallas; J. W. Amyx, secretary-treasurer, and Gus Harris, both of Longview.

Chambers of Commerce, working especially with their local newspapers, and in co-operation with other bodies, have served to sustain morale, to maintain confidence and a degree of cheer, to help their communities meet emergencies as they arose, to grasp opportunities or devise workable new plans. I wish I had time to name the countless places where the Chambers of Commerce have won out in their efforts to handle adequately problems of relief—to reduce too-heavy taxes—to stimulate retail sales—to create more jobs for workers. Never have able Chambers of Commerce been needed so urgently as they are now. The passengers on a trans-Atlantic liner do not jump overboard, in the midst of a raging tempest, to swim ashore, each for himself, so as to save their landing fees. And that is what the abandonment of a Chamber of Commerce amounts to in days like these.

JULIUS KLEIN,

Assistant Secretary of Commerce, in a National Radio Broadcast.

Jarecki Manufacturing Company of Erie, Pa., with offices in the Magnolia Bldg., transferred Robert B. Moody and O. M. MacCurdy from the Tulsa office to Dallas.

Lubax Oil Company, incorporated by B. Fair, M. Watson and T. A. Knight.

Union Wire Rope Corporation, Tulsa, Okla., announced the appointment of Herbert R. Cutlip as Texas representative with headquarters in Dallas.

United Construction Company, Kirby Bldg., organized by W. H. (Bill) Dwyer, formerly manager of sales and construction for the Kirk-Morrow Iron Works Company, to engage in the sale and erection of all types of steel storage tanks.

Zoom-Penn Oil Company, established offices at 806 Burt Bldg.

Hood Rubber Products

The Hood Rubber Products Co., Inc., Watertown, Mass., manufacturers of rubber footwear and other rubber goods, established a southwestern sales and distributing branch at 1403 Young street.

St. Louis Manufacturers

Four St. Louis manufacturers of women's clothing entered the Dallas market with the establishment of a sales office at 907 Commerce street, in charge of Phil Perl, formerly of St. Louis. The manufacturers are Junior Frocks, Elaine Frocks and National Dress Company, all manufacturers of silk dresses, and the Supreme Garment Company, manufacturers of cloaks and suits. Within a short time Mr. Perl expects to establish a sample room with complete stocks for delivery from Dallas.

Seatrain Lines

Seatrain Lines, Inc., of New York, established an office at 1921 Republic Bank Bldg. Seatrain Lines, Inc., operates a service from New York to New Orleans via water and into Dallas over the Texas & Pacific Railway, moving loaded freight cars in specially constructed boats.

Charles P. Cochran Company

Charles P. Cochran Company of Philadelphia, which has maintained a sales office in the Santa Fe Building for a number of years, expanded its Dallas facilities, leasing the building at 409 South Akard street and putting in a large stock of carpets and other floor coverings for quick delivery service out of Dallas to the Southwest. The Dallas office has supervision over Texas, Oklahoma, New Mexico and Louisiana.

New Plant

The Dixie Premium Supply Corporation established a plant at 2500 South Harwood street to manufacture novelties, premium goods and similar lines. The new company was organized by P. K. Cramblet, H. Y. Cramblet and W. J. Groves.

New Distributing Service

The Ferris Distributing Company, Commerce at Pearl streets, was organized by F. A. Ferris, president; J. W. Kelley, vice-president and treasurer, and Floyd A. Ferris, Jr., secretary, to provide sales representation, warehousing and distributing services for manufacturers. The company will serve Texas, Oklahoma, Arkansas and Louisiana, and has already secured a number of important accounts.

Confidence Needed

By P. A. O'CONNELL

WANT to tell you of a movement that will help you to get more value for the money you spend, and in its broad effect will build the foundation for sound improvement in business. As a matter of fact, the return to prosperity can come far more quickly than most people imagine. In just the same way that the descent of prices and business during the past three years has been the most drastic in history, so also can the upward swing of recovery come with amazing quickness.

Most of the fundamental readjustments that were necessary already have been completed, until at last we find there really is only one basic obstacle left standing in the way of a reasonable improvement in business—that is the lack of confidence. We all have been scared stiff by the misfortunes that have come to us, and more, perhaps, by those we fear may overtake us. In this country as a whole there is no lack of material things. We have plenty of food, plenty of clothing, plenty of shelter and plenty of all the other necessities of comfortable living, but the distribution of these has been stopped because of lack of confidence which consumers feel in business and business feels in itself.

It sounds crazy, doesn't it—people hungry and cold in a nation of plenty? Someday we shall agree that it was crazy to let such a situation exist. If lack of confidence is the one great stumbling block, then common sense would indicate that our first step must be to restore confidence and start business going.

That is exactly what the National Quality Movement is helping to do. This movement, which was launched last fall by a group of leading merchants and manufacturers under the leadership of the National Retail Dry Goods Association, is based upon the fundamental principle that first of all the consumer must be made to feel secure in buying, and that such security can come only through merchandise of essential quality that will give honest, satisfactory service. The National Quality Movement is exactly what its name implies; a movement to raise the standards of merchandise and merchandising methods to a level which every consumer can trust, and in turn to teach consumers the economy and satisfaction that comes from buying only such goods as have essential quality.

In a talk of this sort, the temptation is to deal generously with the faults of all concerned. I probably would be inclined to do the same now, if it were not for the serious issues at stake. There come times when it is necessary to call a spade a spade if we expect to right the troubles that are bothering us. The

honest truth is that during the past three years of price competition, nearly everyone within the sound of my voice has been guilty of practice that is most shortsighted and economically injurious. The manufacturer has been guilty of making, the retailer of selling, and the

The accompanying article is from an address by Mr. O'Connell at a meeting sponsored by the General Electric Company, delivered in a model electric kitchen in the Pennsylvania Hotel, New York. It was placed on the N. B. C. network. Mr. O'Connell is president of the E. T. Slattery Company of Boston and is president of the National Retail Dry Goods Association.

consumer of buying, merchandise on the basis of only one consideration—PRICE. Instead of asking, "How Good?" they ask only, "How much?"

You and I know that in every type of merchandise there is a certain standard of quality below which it is not economical to buy. At a time when consumers are having to stretch each dollar as far as it will go, they cannot afford to buy poor merchandise that does not give service. Take, for example, the new dress, bought with hard-earned money, but made so cheaply that it cannot even be washed. It looked well enough when it was new and she washed it exactly the same way she always had, and now look at the thing. Its colors she had picked out so carefully are changed to a bedraggled, muddy shade. The bright trimming has run. The fabric itself has lost its soft finish and freshness and the garment has shrunk two sizes, but not in equal proportions. To be sure, it cost only \$2.85, but who can afford to pay even that much for a dress she can wear only once?

Now the pitiful part of the whole situation is that to have made a serviceable garment, one that would have given months or even years of wear, would have cost only a little more than was paid for the useless one. To have used dyes that were fast and would have been pretty as long as the garment lasted, would have cost only a few cents more per yard of fabric than was paid for the fugitive imitation. To have used fabric that was fully shrunk and serviceable might have cost another three to fifteen cents a yard, depending on the material. Under no circumstances would these two differences amount to over fifty cents more in the cost of a cotton dress or

\$1.50 more in a silk dress, and still for the sake of saving this small amount, the consumer has spent her money for something that has no value and cannot give service.

Such losses as this, multiplied by all the different articles that have been made simply on price and bought by consumers at a time when they can least afford waste, make in the sum total a national extravagance running into billions of dollars. Such sacrifice of essential quality has been a big factor in breaking down the confidence of consumers in all merchandise and in checking the flow of consumer buying.

Our first task, therefore, is to get merchandise back to quality standards and to teach consumers to look for quality value, not simply price. Certainly the tremendous support which the National Quality Movement has won in every section of the country is most encouraging. Not only the merchants but most of the important manufacturers are contributing to the fund necessary for its publicity. All the leading newspapers and magazines are giving invaluable support. Trade associations, Chambers of Commerce, the women's clubs and the boards of trade are taking part in this gigantic drive. Many communities are organizing their own quality campaigns, with the assistance from the headquarters of the national movement. Most important of all is that the members are not simply talking about quality but are sincerely doing their part to bring about the quality standards that are needed. Merchants are throwing out the shoddy unserviceable merchandise of the "bargain" era and are replacing it with goods that can be depended upon for value. Manufacturers are refusing to make goods below a standard they can guarantee to be serviceable, and consumers are turning once more to the stores that they know they can trust for honest values, not to those whose only attraction is price.

Do not understand that quality merchandise and quality service must necessarily be high priced. A ten cent article may be good quality if it is properly made and sold. As I stated before, the cost of essential quality is usually only a small part of the total price, but it is a big part of the total value of the product. Behind the quality movement is a purpose deeper than that of forwarding any one class of merchandise or of helping any one group of people. Its benefits extend to all branches of business and to all people. It is the most direct, in fact the only road back to economic prosperity. Just as we now can agree that the basic cause of the recent depression came from too many



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EARL Y. BATEMAN, BUSINESS MANAGER

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people trying to get something for nothing, so also is the reverse true—the way out of depression lies in giving full measure of useful goods and services for value received.

The return to quality must likewise extend to all other divisions of business activity—quality in advertising, quality in transportation, quality in banking, quality in investment securities that are offered, quality in real estate and quality in labor. These and other fields of activity are all parts of the vast machine we call business. Return to a basis of solid quality value will create the confidence and economic saving necessary to keep this machine running.

Take the field of advertising. Its greatest need today is not more appropriations or more space or more art work, its greatest need is more honest truth in its statements and more confidence on the part of consumer readers in the claims that are made.

Likewise in banking, quality is a vital essential to sound business. As we look back on the mistakes of the past five years, it is at once evident that the conscientious banker has about the hardest job in the world and also the most responsible. Hindsight suggests many things that could well have been done differently but we are looking forward, not backward. Whereas reaction and ultra-conservatism were a virtue a few years ago, the time has now come when more constructive action is justified. Public confidence is returning and it must be maintained at any cost. Gradually the tangle of overexpanded credit is being unsnarled and the time is at hand when our banks should again take up the business of providing freely the credit needed for progressive enterprise.

Quality in real estate is returning. Check with the builders today and you will find that those who have work to do are building good houses. No more of the clap-trap construction such as we saw in the boom before 1929, although prices today are far lower. The people who are building houses today are getting big value for their money. A few years hence we shall put special confidence in the quality of houses that were built during "the hard times." Banks will prefer to take mortgages on such property. In fact, I believe the time is not many months away when there will be mortgage money enough to provide for the needs of good residential building. Moreover, when such new building activity starts it is likely to come with a rush and should give a tremendous stimulus to general business recovery. Quality alone will create the confidence that will make this possible.

Quality in labor is still another essential. When the history of this depression is written, at least one bright page will be the record of loyalty and co-operation of American workmen. Confronted with desperate hardship and disappointment, they have as a group stood firmly by the traditions that make this the great nation it is. I find but one really tragic spot and that

came directly as the result of the stampede for cheap-priced merchandise regardless of quality. That spot is what is commonly known as the "sweatshop." Fairly paid, skilled labor could not and would not produce the junk that was demanded. The sweatshop did, and I am sorry to say, still does in many localities.

To any farsighted observer this is a cancer that must be rooted out of our industrial system if we are ever to enjoy the full benefit of restored prosperity. We can never make prosperity by enslaving any group of our people. Our very hope of recovery lies in the buying power of great masses of our citizens. Wages that do not supply even the first necessities of life certainly leave no margin of support for industry as it is organized today. The return to quality merchandise and quality service will wipe out this menace, because such merchandise and service are produced only by skilled, well-paid labor. These workmen have purchasing power; they take their part in building their communities. Anarchy and unsound radicalism find no place in their ranks. They are the product of quality.

Now is the time to gear up for quality production—install modern machinery and equipment, make needed repairs to plants and get ready for the better times that are coming. Even the very best machinery today can be bought for much less than its former cost and less, doubtless, than we shall see again for many years. Moreover, there is ample credit with which to finance such purchases. Any sound, well-established manufacturer will find the producers of industrial equipment able and willing to extend most liberal terms. Even though their own banks may not be able to grant their usual accommodation, the Reconstruction Finance Corporation stands ready to discount notes of this kind. This emergency banking service makes it possible for each concern in good standing to take advantage of the tremendous savings now available and to fit itself to produce the quality merchandise and service that will be demanded.



Messenger: "Who's the swell you was talking to, Jimmie?"

Newsboy: "Oh, him and me's been working together for years. He's editor of one of my papers."



"How many cigarettes do you smoke a day?"

"Oh, any given amount."



"I think I have a cold or something in my head."

"Probably a cold."



"Yes," said the gloomy chap. "Before we were married she used to say 'Bye, bye' to me so sweetly when I left. Now it is 'Buy-buy.'"

"Ah," said his friend, "she puts a different spell over you."

DALLAS, March, 1933

Industrial Texas

"Texas should be the greatest of all manufacturing states," writes Hugh Nugent Fitzgerald in the Austin American, in commenting on a Progressive Texans, Inc., bulletin story. "It has all the minerals, all the clays. It has bituminous coal and lignite. It has all the raw materials and it is the largest producer of cotton and wool and mohair of any of the American commonwealths.

"For the first time in American history, the growers of things in the agricultural states formed a political union and swept the nation. Now perhaps in the making of tariff laws the growers of things and the makers of things will be placed on a parity and then it will be accurately written into economic literature, 'There is no competition between industry and agriculture—indeed, they are the complement of each other and both thrive best where both are fully developed, for the prosperity of one is essential to the permanent prosperity of the other.'

"On with the battle for greater industrial development of Texas until there will be no competition between the growers of the staples and all the raw materials and the makers and manufacturers of the American world."



April Conventions

- April 6-7—Texas Cotton Ginners' Association.
- April 14-15—Texas Independent Telephone Association.
- April 14-15—Southwest Social Science Association.
- April 17-23—Oil Equipment and Engineering Exposition.
- April 18—State Y. M. C. A. Gymnastics Tournament.
- April 25-26—Tri-State Convention, American Guild of Organists.
- April 26-27—Eastern Star School of Instruction.
- April 27-28—Texas Association of Junior Colleges.
- April 28-29—Association of Texas Colleges.
- April 28-29—Delta Kappa Gamma Society.
- April 29-May 1—Salvation Army Young People's Congress.
- April—Master Plumbers' Association of Texas.
- April—Texas-Louisiana Retail Jewelers' Association.
- April—Retail Furniture Association of Texas.
- April—State Board of Nursing Examiners.
- April—Camp Fire Girls, Fourth District.
- April—Dallas District Conference, M. E. Church South.
- April—Texas Association of Deans and Advisers of Men.
- April—Texas Latin Tournament.

DALLAS, March, 1933

- April—Co-operative Market School, Texas Cotton Co-operative Association.
- Probably April—Lone Star Gas Co. Foreman Conference.
- Probably April—M-K-T Railway of Texas Annual Stockholders' Meeting.



"Yo' say yo' ain't had no hard luck and didn't yo' husband git killed in an accident jus' yestiddy?"
"Yassuh. But dat's his hard luck—not mine."



Father: "Young lady, do you mean to tell me you've been carrying that money around in your stocking?"

Daughter: "Why, daddy, you told me to put it where it would draw interest."

"Whatcha" Waiting on NOW?

Elections are over, the first of the year has come and gone, we got that new deal on March 4th—so "whatcha" waiting on NOW, Big Boy? If you want to show a profit in 1933, better quit waiting and start SELLING.

IRA E. DEJERNETT
Advertising

919 Santa Fe Building—Phone 2-8168

The State police were giving examinations for drivers' licenses. Upon returning from the driving test, a middle-aged negro was questioned about different highway laws.

The questioner asked: "And what is the white line in the middle of the highway for?"

Sam replied promptly: "Fo' bicycles."

FRIEND IN NEED Benefit Association

First payment shall be, for all ages under 51 years, one assessment plus \$1.00 and for all ages over 51 years shall be one assessment plus \$2.00.

MONTHLY ASSESSMENT RATES Not to Exceed \$1,000.00

Age	Rate
2 to 15 inclusive	\$.80
16 to 22 "	.90
23 to 30 "	1.10
31 to 35 "	1.20
36 to 40 "	1.40
41 to 45 "	1.60
46 to 50 "	1.80
51 to 56 "	2.20
57 to 60 "	3.10
61 to 65 "	4.50
66 to 69 "	5.50

Not to Exceed \$500.00
70 to 74 inclusive 4.50

Examination required on all ages over 50 years.

Assessments shall be collected monthly or as needed if more than twelve such assessments in any one year is required to retire all claims.

U. S. FOX, President

904 Kirby Bldg. 2-2845

Closing Out All Office Furniture!

Prices
Actually
Less Than
Original
Factory
Cost!



Nothing reserved! Everything in our huge stock of new office furniture must go at give-away prices. Sacrificing because we are discontinuing all office furniture. First come, first served! Here are a few examples . . .

Good quality, heavy office chairs, oak or walnut . . . \$ 2.95
Double pedestal, quartered oak flat top desks . . . 24 50
Four drawer steel filing cabinets, heavy grade . . . 19.50

Since 1896
Peck & Hills
~FURNITURE COMPANY

2300 SOUTH HARWOOD STREET

• EDITORIALS •

The Extraordinary Ordinary Man

It falls to the lot of only a very small percentage of men to be leaders. It is the lot of only a few men through special opportunity or unusual ability to stand out before the public eye. They have what we call personality or in the lingo of the newspaper men, "They have color." The extraordinary man.

On the other hand, we have the great mass of men. What we term the ordinary man. But after all have we ever stopped to think that this man is the steady foundation upon which this great nation rests. He is the backbone of our civilization and it is through his patient and consistent efforts that our economic and social welfare progresses.

On the outside he may be colorless but on the inside he is really extraordinary and during these unusual and difficult conditions which we have been experiencing, he has been the man who has suffered most but he is the one that has shown the most stamina and grit.

He has "taken it on the chin" but his strong heart, his loyalty and dependability will carry us through to better times.

He is the extraordinary ordinary man.

Our Greatest Asset and Responsibility

If we were asked the question, "What is Dallas' most important asset?" or "What is most vital to the future of Dallas?" we would answer immediately, "Our boys and girls."

They are the citizens of tomorrow. The ones to carry on after we are gone, and it doesn't make any difference how good a job we are doing now, it will be a failure unless our successors are able to carry it on successfully.

So while we are building a greater Dallas we should also be vitally interested in the training and development of our successors.

The responsibility of whether they can carry on successfully rests on us and not on them. Especially is this the case with the underprivileged children, who, through no fault of their own, do not have an equal opportunity.

Bruce Barton has aptly and sensibly stated:

"We talk about buying stock 'at the bottom.' When you invest in a boy or a girl you are always buying in at the bottom. You are sure that the youngster is going up, and there is no telling how far.

"All around us are the future governors, the future presidents, the future heads of great businesses, the future first ladies of the land. Little things will decide what they are to become. Little kindnesses, little encouragements, little gifts made at the right time and through the most effective agencies.

"Invite every man and woman in America to take a flier in childhood, pfd. I predict a great future for this security. It has investment merit combined with the most exciting speculative possibilities.

"You're sure to get a man or woman; you may get a great man or a great woman."

"The Show Must Go On"

"The show must go on" is a statement we have heard many times. It is the unwritten law of the stage that whatever may happen to one of the actors, he must carry on until the play is over.

Life is a big stage on which all of us are actors, some with large and some with minor parts, but regardless of the parts, "The show must go on," and what is true often of theater players may be true in the life of those you meet each day.

Perhaps there is tragedy and sorrow behind the smile of the man who waits upon you in the store or there may be deep troubles hidden in the soul of the stenographer in the office in which you are employed. What sadness or hurt may be screened from view in the heart of one who stands prominently before the public eye and is consequently more subject to unjust complaint and criticism, no matter how hard he tries to do the job, is rarely if ever known.

Yes, "The show must go on," but think how much better show it would be if we developed a more sympathetic understanding of each other.

It Is Not Done With Mirrors

This year gives evidence of being a period of trick ideas, elaborate schemes and involved theories, all designed to relieve economic tension and return to our midst that rather ephemeral being, prosperity.

Technocracy, domestic allotments, progressive sales, currency inflation, and a thousand more children of otherwise addled minds spring up and have their respective followings, limited only by the amount of publicity each is able to secure.

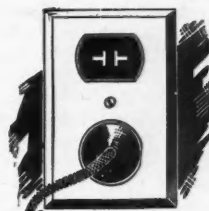
Beautiful as all these may seem on paper, they will not take the place of the old laws of supply and demand, nor will they obviate the necessity of hard work, careful planning, courageous execution and coordinated efforts by merchant, banker and industrialist to restore to the dollar its true worth, place our foreign trade in its rightful place among other nations, and equalize salaries and wages with the cost of living.

The problem is not one of overproduction as long as men and women are hungry and cold—rather it is one of distribution, a situation that is as ridiculous in our much-vaunted civilization as the third reader story of the hen that starved to death beside a bushel of wheat.

Let us discard all fantastic plans and concentrate our efforts on the stabilization of the value of money by removing the artificial barriers now restricting international trade.

After all, gold or money is only a basis, a standard or unit of value. Business, both domestic and foreign, is done by the free exchange of merchandise and commodities and the sound handling of credit.

MODERNIZE ELECTRICALLY!



MODERNIZATION of Dallas homes under stimulus of the current campaign and Better Homes Exposition, March 17 to 27, should do much to increase employment and promote activity in the building trades. It is reasonable to expect that its success will have a beneficial effect on business in general.

And now the electrical industry is enabled to enter wholeheartedly into this movement and announce an Electrical Modernization Activity such as Dallas has never experienced before. Passage by the City Council of the new electric ordinance has come at a most opportune time and makes it possible for the electrical trades to reduce wiring costs to a surprising extent. The ordinance adopts the approved practices of the National Electrical Code and standardizes materials and methods for electrical installations.

For » Greater Efficiency in Electric Service

When you purchase electric power you also receive the services of highly trained engineers who possess the technical knowledge necessary to analyze your production problems. These engineers will gladly survey your present installation without cost or obligation and suggest ways to increase its efficiency. This free advisory service is also available to the building trades—architects, builders, electricians and contractors. Take advantage of this service. It may save you money. Certainly it will save you time, effort and worry.

Phone 2-9321
Station 356

For business, commerce and industry, wiring costs also are lower. Take advantage of present low prices to increase the efficiency of electric wiring in your home, office or factory. Modern wiring reduces fire and accident hazards and lowers production costs.

All Dallas is modernizing while costs are low. Bring the efficiency of your home or business up to higher standards. Modernize Electrically Now!

Dallas Power & Light Company

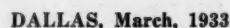
Give Electricity a Chance to Serve You Better



Celina solicits manufacturing industries; has all necessary conveniences, highways, railroad and motor bus lines, natural gas, high-power electric service, Artesian water, affiliated high schools, six churches. Write Chamber of Commerce, Celina, Texas.

FRISCO is near the county line between Dallas and Collin counties, in the heart of the famous black land belt. It is chiefly engaged in the production of cotton, grain and live stock, which are produced abundantly in this territory.

Economists have declared that New England developed and that the Southwest is one-fifth per cent borne out by indisputable statistics, but definitely established to be the future growth of and expansion of America. Below shows that fertile, progressive part of the Southwest determined that nothing shall be left undone to keep the region well in the forefront. The cities and towns are busy communities, equipped with patriotic, progressive determined that their own townsmen in their towns generously in the future glories of the territory.

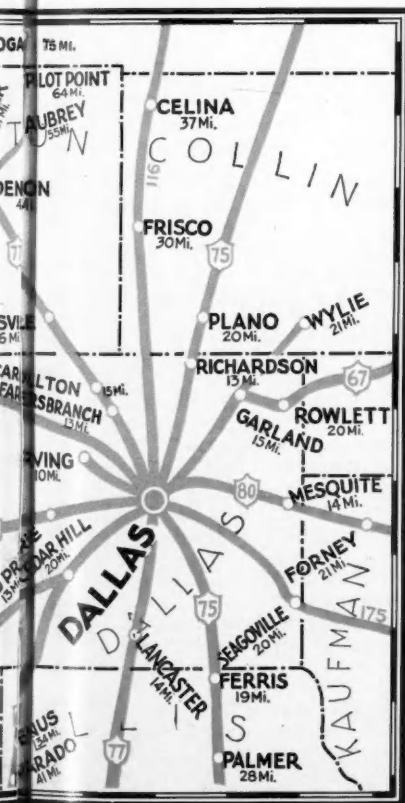


OF FACTS



...ities, Investments, Farm, Fruit and
...anges of the Texas Towns and Counties
...ss Given and Your Inquiry Will
...Prompt Attention

...at New England is eighty-five per cent de-
...s or fifteen per cent developed. This fact,
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...xpression of American Business. The map
...sive part of the Southwest where men have
...left undone to keep their particular part of
...The cities and towns described on this page
...with patriotic, public-spirited leaders, all
...when their townsmen's children shall share
...of the territory.



DALLAS, March, 1933

Excellent Artesian water is available at a depth of about 750 feet. Geologists say that this is the same stratum and the same stream of water made so famous by the Oak Cliff independent water system. This town is located in possibly the best small grain district of the State, the average acre yield of oats being around sixty bushels, and ninety bushels is not uncommon in good years. Write to S. T. Carpenter, City Secretary, Frisco, Texas.

GRAND PRAIRIE stands midway between Dallas and Fort Worth, on the most traveled highway in the State, keeping in step with both great cities, to profit from each and to add her part to the development of each. Located in an ideal industrial section, yet maintaining the beauty and comforts of a home city, Grand Prairie has much to offer the prospective investor. Many factories have already chosen Grand Prairie because of its favorable location. Railroad and transportation lines, two nearby airports and a fine transcontinental highway provide transportation. For details, write Mrs. Stella Rohde, Secretary, City of Grand Prairie, Grand Prairie, Texas.

GRAPEVINE, twenty miles northwest of Dallas, twenty miles northeast of Fort Worth. Concrete highways from Grapevine to both cities. All modern conveniences; various types of soil; highly diversified farming; many country estates under development. Fully accredited high school; desirable industrial sites; excellent Artesian water. Small factories wanted. Attractive residential sites; four outlets by concrete highways; highest altitude in Tarrant county; \$1.00 tax rate. Nineteen hundred thirty census, 936 population; estimated 1,100 now. For further information, write D. E. Box, Secretary, Grapevine Business Men's Club.

IRVING is situated in the fast-growing northwestern part of Dallas county, ten miles from Dallas, on paved road and twenty-five miles from Fort Worth.

Chief industries: Truck farming, dairying, nurseries and poultry raising. Soil: sandy loam, abundance of Artesian water, natural gas, electricity and sewerage.

Schools: Affiliated high school and grade school.

Transportation: Three railroads, Fort Worth to Houston, via Dallas, bus line,

convenient schedules. Irving offers ideal homesites for industrial Dallas, located only ten minutes' drive from the recently completed industrial area of Dallas. Due to our excellent transportation facilities and abundant trackage space, we can offer unusually good factory sites. The entire community surrounding Irving is served by good all-weather roads, making access to Irving and Dallas available every day in the year. Climate mild and healthful. Small tracts of land available for ideal country homes and estates. For detailed information, write Irving Chamber of Commerce, Irving N. W. Dallas County Civic Association, Irving, Texas.

JUSTIN, forty miles from Dallas, of which distance, thirty-eight is the newly completed, wide concrete North-west Highway, is in the heart of an agricultural community unsurpassed in the State. It is but twenty-five miles from Fort Worth, the second largest live stock market in the world. Stock raising, dairying, wheat, cotton and poultry are featured industries in this community, well-balanced so that no one phase of agriculture so dominates. Located on the Santa Fe railroad, the town has excellent transportation facilities and quick communication with the markets of North Texas. A wide-awake citizenship is determined that this city shall keep step with the entire Southwest—the fastest-growing section in the United States. For further information, write Justin State Bank, Justin, Texas.

KRUM, Denton county, Texas, situated eight miles northwest from the City of Denton, county seat, and on the main line of the G. C. & S. F. railroad, thirty-eight miles north from Fort Worth. Krum is situated in the heart of a rich farming section. The principal crops grown are wheat, oats, cotton and corn. Cattle, sheep and hog raising diversify the farming industry to a large extent. Also poultry and dairying are important items in supplying the family necessities. The town is connected with outlying farms by good gravel roads radiating in all directions. U. S. Highway 77 is within easy reach. Also State Highway 39 is but one mile distant. We are especially interested in getting in contact with farmers who want to purchase farm lands. For information, write Farmers & Merchants State Bank, Krum, Texas.

LANCASTER, a thriving little town fourteen miles south of Dallas, in Dallas county, has three banks, modern schools and churches, and is inhabited by forward-looking and progressive citizens. The fertile surrounding farm land produces fine cotton as well as plentiful grain crops, which encourage the growing interest in live stock in the community. The rich soil and the accessibility to Dallas markets offer unusual opportunities to progressive farmers. For further information, write to the City of Lancaster, Lancaster, Texas.

(Continued on Page 20)



SOPHISTICATED travelers prefer staying at THE ADOLPHUS! They prefer it for the homelike comforts prevailing in more than 800 exquisitely furnished rooms. Prefer it for unsurpassed food and excellent cuisine.

Prefer it for true Southern Hospitality.

Lend distinction and refinement to your entertainments—social and business! Hold them in Dallas' Finest—Most Popular Hotel.

"PREFERRED BY THOSE KNOWING!"

The Adolphus

Hotel

OTTO SCHUBERT, JR.
Manager

DALLAS, TEXAS

A 101

Membership Roster

(Continued from Page 9)

vertising Agency, The Rath Sales Company, A. J. Reach, Wright & Ditson, Inc.; Hill Read, Inc.; Read, Lowrance & Bates, Realty Development Corporation, Realty Trust Company, Reed Hardware Company, Refinery Supply Company, Regina Manufacturing Co., W. H. Reid, William Reilly Real Estate & Insurance Co., Reliance Life Insurance Co. of Pittsburgh, The Relief & Annuity Board, S. B. C.; Adair Rembert, Remington Rand, Inc.; Renfro, Ledbetter & McCombs, Republic Life Insurance Co., Retail Credit Company, Rice, Hyman & Suggs, Ridgway Mailing Company, F. O. Riebe, John W. Riley, Mr. Frank Rimmer, Roadway Express, Inc.; Felix D. Robertson, Robertson, Robertson & Payne; Jack P. Robinson, Robinson Machine & Forge Works, Frank Rogers, Ro-Nile Electric Company, Rosenbaum Bros., Ben H. Rosenthal Meat Co., Drs. Rosser & Rosser, Julius H. Runge, Dallas Rupe & Son, J. M. Rush, Mr. Pierre L. Russell, Russell Realty Company. St. Louis, San Francisco & Texas Railway Co., Wm. E. Salter, Representative; Sammy's Sandwich Shop, J. A. Sanders, Jr.; Saner, Saner & Jack; San Meteo Mining Co., Lyle Saxon, Schepps Gros. Insurance Agency, Jack A. Schley, Scott Hotel, Scott Hotel Coffee Shop, Dr. Arthur J. Schwenkenberg; Seay, Seay, Malone & Lipscomb; Harry K. Sellers, Shady Lawn Stables, Dr. Hall Shannon, M. B. Shannon, L. J. Sharp Hardware, Shaw Oil Company, Dr. Bedford Shelmire, The Sherwin-Williams Co., Shippers Warehouse Company, Sidor Pants Manufacturing Company, Sieber Rubber Stamp Manufacturing Co., J. W. Simmons, Jr.; Simpson & Cathey, Dr. C. W. Simpson, Sims Letter Company, Singer Sewing Machine Co., W. D. Slaton Co., C. C. Slaughter, Slaughter Construction Company, J. W. Slaughter, The Chas. M. Sledd Company, Smith Detective Agency, Smith Ice Cream Company, J. Smith & Company, L. C. Smith & Corona Typewriters, Inc.; Mason Smith & Company, Smith-Perry Electric Co., Smith, Prince & Harris; Society for Adult Education, J. A. Somerville, Somerville Law School, Sonneborn Bros., South Dallas Funeral Home, Southern Pharmaceutical Journal, Southern Premium Manufacturing Co., The Southern Publishing Co., Southern School of Commerce, Southern Security & Commodity Exchange, Inc.; Southern Steamship Company, Southern Transportation Company, Southern Trust & Mortgage Co., Southland Supply Company, Inc.; Southwest Advertising & Merchandising Co., Southwest Printing Co., Southwest Sales Co., Inc.; Southwest Tablet Manufacturing Co., Southwest Wheel & Rim Co., Inc.; Southwestern Carloading Co., Southwestern Engraving Co., Southwestern Laboratories, Southwestern Land Company, Southwestern Land & Loan Co., Southwestern Music Corporation, Southwestern Retailer, Southwestern Transportation Company, Sowden Sales Company, A. C. Spalding & Brothers, Spann's Sanitarium, S. D. Sparkes, Specialty Oil Company, Sproles Motor Freight Lines, The Stacy Company, Stahlman Lumber Co., Inc.; Standard Investment Company, Standard Pipe & Supply Company, Standard Service Parts, Inc.; Standard Supply Company, Star Service Hanger Company, State Trust & Savings Bank, Steele-Fonda Company, Steger Grain Company, Stellmacher & Clark, Stiers Laundry, Inc.; Stodel Oil Company, The Stolte Company, Strachan Shipping Company, J. E. Stratford, C. J. Stroud, Hon. Hatton W. Summers, Superior Burlap Bag Company, Inc.; D. M. Supperstein; Sutton, Steele & Steele, Inc.; Swift & Company. Taber's, Inc.; Taylor Engineering Co., G. M. Taylor, Taylor Realty Company, Temple Lumber Company, Walter C. Temple, Terrill School, Terry Bros., Texas American Syndicate, Texas Automatic Sprinkler Company, Texas Butcher Supply Company, Texas Cotton Co-operative Association, Texas Daily Press League, Inc.; Texas Inspection Bureau, Texas Land & Development Company, Texas Manufacturing Company, Texas Package Car Company, Texas Papee Machine Company, Texas Press Clipping Bureau, Texas Publication House, Inc.; Texas Quick-Lite Company, Texas Radio Sales, Inc.; Texas Ribbon & Carbon Co., Texas Sanitary Towel Supply Company, Thom McAn Shoe Store, Thompson Can Company, Thompson, Knight, Baker & Harris; S. N. Thompson & Company, Thompson & Swanson, Will C. Thompson, William Thompson, Hal H. Thurber, Tigert Printing Company, Timberlawn Sanitarium, Louis Tobian & Co., Todd Sales Company, Touchstone, Wight, Gormley & Price; Murphy W. Townsend, Foet E. T. P. A., Tray Service Company, Treasurer of Dallas County, Trinity Brass & Copper Company, Trinity Cotton Oil Company, Trinity Universal Insurance Co., Chas. E. Turner Co., Inc.; Turner's Clothing & Furnishing Store, Tyler Pipe Line Company. Uncle Jake Sports News, Uncle Sam's Pawn Shop, Underwood Elliott Fisher Co., Underwriters Salvage Company of New York, Union Deposit Company, The Union Terminal Company, Union Title Guarantee Company, Inc.; United Air Lines,

Inc.; United Chemical Company, United Gas Public Service Company, United Motors Service, Inc.; United States Bond & Mortgage Co., United States Fidelity Guaranty Co. of Baltimore, United States Pipe & Foundry Co., Universal Building Products Co., Universal Carloading & Distributing Co., Urbish's Melrose Drug Store, Uvalde Construction Co.

Vanity Dress Shop, Walter Verhalen Company, Vermont Marble Company, C. A. & J. W. Vilbig, Jr.

P. D. Wade, Waldorf Hotel, Waldrop Mortgage Company, G. Ben Walker, Walk-Over Boot Shop, Waller Bros. & Kenyon, Inc.; A. T. Walraven Book Cover Co., Walraven Bros., Nob Walter Hotel Auto Storage, Ware Sundries Company, Warlick Law Printing Company, Wash Rite Laundry, Will A. Watkin Co., Inc.; Waugh's Fruit Ranch, Weaver Badge & Novelty Company, Weaver Ornamental Iron Works, Weaver Spring & Bumper Works, Webb Waffle House, Weber's, Sam R. Weems Insurance Agency, Weil Brothers, Chas. F. Weiland Undertaking Co., West Disinfecting Company, Floyd West & Company, M. H. West, Western Auto Supply Company, Westinghouse Electric & Manufacturing Co., Weston Hardware Company, Wetter Electric Company, White Engraving Company, F. H. White Cleaning Company, White Star, Inc.; White & Yarbrough, Walter Whitley, Whitmore & Smith, D. L. Whittle Music Co., Who's Who Publishing Company, Wichita Falls & Southern R. R. Co., Williamson-Greer, Inc.; Bert E. Willoughby, Wilson Building, Chester Wilson, Inc.; Wilson and Company, Dr. H. M. Winans, Martin B. Winfrey, J. F. Witt, Wood Treating Corporation, Woodmen of the World, World's Best Products, Inc.; John F. Worley Directory Co., Worsham-Rollins-Burford-Ryburn & Hineke, W. E. Wrather, Wright & Howard Grocery & Market, Dr. R. E. Wright, Wright Titus Company, Clifford J. Wyckoff. Yellowbus Bus Line, Yellow Transit Company, Arthur Young & Co., Geo. C. Young. A. Zeese Engraving Company, J. F. Zimmerman & Sons, Zinke Re-Bottoming Shoe Co., Inc.; Zuber & Zuber, H. W. Zweig Company.

And Then—

Wife: "The couple next door seem to be very devoted—he kisses her every time they meet. Why don't you do that?"

Husband: "I don't know her well enough yet."



An Idea

"Help yourself to the cigars," said the host. "They are some my wife gave me for my birthday."

Every man avowed he had sworn off smoking.

"What made you tell such a lie?" asked the wife when the guests had gone.

"My dear," replied the man, "that box of cigars cost me \$12.00, and I can't afford to give any of them away."



Didn't Take

Mary's mother asked her what she had learned at school on her first day.

"Not much," replied Mary. "I've got to go again."



My Stars!

The hired girl had been sent down to the brook to fetch a pail of water. She stood there, gazing at the stream, lost in meditation.

"What's she waiting for?" asked the mistress, watching.

"Dunno," wearily replied her husband. "Perhaps she hasn't seen a pailful she likes yet."



Shopping for Teeth

The would-be customer stood in front of the window, looking at the display of false teeth. "Well, I think I see the pair I want to buy," he said.

Companion: "Don't you know it's very bad taste to pick your teeth in public?"

DALLAS, March, 1933

W. M. Stephens has been transferred from Houston to Dallas by the United Gas System, which has its North Texas headquarters offices on the Duncanville highway. Mr. Stephens will soon move his family to Dallas.

A. A. Axline, connected with the Houston branch of the Cook Paint & Varnish Company, is being transferred to Dallas. The Dallas branch of the Company is located at 1019 Elm street.

Herbert R. Cutlip has been transferred from Tulsa to Dallas by the Union Wire Rope Corporation, and will make his headquarters with the Jarceki Manufacturing Company in the Magnolia Building.

Walter Trout, formerly in charge of the Tulsa office of the Lufkin Foundry and Machine Company, has been transferred to Dallas. Mr. Trout is the son of W. C. Trout, president of the Company.

S. P. Wallace has been transferred to Dallas as manager of the Parkersburg Rig & Reel Company's district office in the Tower Petroleum Building, succeeding Paul L. Brooks, who goes to the home office as general sales manager.

The Wrong Girl

"So you broke off your engagement to Miss Smith."

"Yes, I found out she spent over a thousand dollars a year with her dressmaker."

"Well, then I suppose you'll remain a bachelor?"

"Not on your life. I'm going to marry the dressmaker."

School Sayings

Contrary Mary: "It ain't the school I don't like; it's the principle of the thing."

A Spring Fancy

"There sure are a lot of sparrows on this course."

"Yeah. Maybe they're following us for worms!"

Glad to Get Back

"The other day my wife told me to take the cat and go out in the country and lose it. So I put the cat in a bag and went far out in the country and tramped and tramped for about ten miles."

"Did you lose the cat?"

"Lose it? If I hadn't followed it I'd never have found my way back home."

"What do you think of the new typist?" asked the boss. "How is she doing her work?"

"Well," replied the clerk, "I don't know. But she spells atrociously."

"Really," replied the boss, "she must be pretty good, then. I can't even spell it myself."

DALLAS, March, 1933

Exceptional Business Opportunity

A small investment in a going business, manufacturing an article protected by U. S. Patent, widely used by property owners. Investor with small amount of capital can control the business.

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NORTH OF S. M. U., DALLAS, TEXAS PHONE 58-1280

Tradition and history enter into the architecture of a modern home, just as importantly as does climate or weather. A medieval castle would be as much out of place on a residential place as would a Spanish bungalow on the Hudson. Home builders of today want their residences to express their own individual tastes, yet blending with their surroundings in such a way as not to appear either bizarre

or mundane. Texas architecture draws, rightfully, too, from a score of sources—from the North, South, East and from the Latin countries to the South. Only the most skilful blending and the most complete understanding of architectural trends of the day can produce the complete, the right home of which the owner will be proud today and tomorrow.

This is the third of a series of advertisements, featuring Southwestern Architecture, appearing every month through courtesy of the firms listed below.

Dallas' Largest Home Furnishers—Hart Furniture Company, 1933 Elm Street.

Insurance—A. C. Prendergast & Company, Agents—Travelers Insurance Co., Republic Bank Building.

Landscape Architects—Wilson Mickey, 2425 Pacific Avenue.

Lumber—Robinson-Brewington Lbr. Co., 2021 McKinney Avenue.

Plumbing Fixtures and Supplies—Standard Sanitary Mfg. Co., 1200 Jackson Street.

Utilities—Dallas Power & Light Co.



LEWISVILLE, located in southeast corner of Denton county, twenty-three miles north of Dallas; thirty-two miles northeast of Fort Worth, on paved highways to both cities, on M.-K.-T. Railway; just three miles from Lake Dallas.

Surrounded by varied soils, ranging from heavy sandy to black waxy. Adapted to fruit, truck, nuts, dairying, poultry and live stock, as well as cotton, corn and small grains. Feasible irrigation district.

We solicit inquiries concerning locations for factories and industrial plants. Have desirable location, local labor available, low tax rates.

For further information, address Chamber of Commerce, Lewisville, Texas.

MANSFIELD, located forty-two miles southwest of the City of Dallas, in Tarrant county, is in the center of a splendid cotton country. In the last few years the feeding of live stock has increased to a great extent, this industry being encouraged by the Fort Worth live stock market, which is only twelve miles from the town of Mansfield. The progressive citizens have given evidence of civic interest in the development of the school system, the city government, and the improvement of the community as a whole. Address E. C. Watson, secretary, Chamber of Commerce, Mansfield, Texas.

MESQUITE, fifteen minutes east of Dallas, offers the home seeker every city convenience plus the quiet surroundings, friendly spirit, and economical living of the small, well-organized community. It is the ideal home for city workers who prefer suburban life. With Dallas due west, you may drive to and from your work with the sun always behind you. Investigate Mesquite. Address Secretary Chamber of Commerce, Mesquite, Texas.

PALMER, located in Ellis county, the world's largest cotton-producing county, twenty-seven miles south of Dallas on National Highway 75, is served by Southern Pacific railroad, also Texas Electric railway, has fully affiliated school, three churches, lots of good substantial business firms, nice homes, two large brick manufacturing plants, three large cotton gins, several small manufacturing plants, good telephone exchange, up-to-date water system, fire department, natural gas, sewer system, electric power, business streets paved, and has ideal locations for manufacturing enterprises. For further information, address City of Palmer, Palmer, Texas.

PILOT POINT, a prosperous town about sixty miles northwest of Dallas, in Denton county, and is served by the M.-K.-T. and T. & P. railways. The surrounding farm land is rich black and sandy loam suitable for raising fruit, truck, grapes, berries, melons, peanuts and sweet potatoes. The principal crops being cotton, corn and small grain. Poultry raising has been profitable in the community, especially turkey raising. During the past few years the production

of large, soft-shell pecans has increased very rapidly and proved a profitable crop. The Jacobs oil field is located three miles northwest of here, where 26-gravity oil is found at a depth of 1,500 feet. This oil is piped into town to local refinery where it is refined into kerosene, gasoline and high-grade road oil.

A-1 affiliated high school with 25½ credits, with fourteen teachers, two of them being vocational agricultural teachers. Rural communities being served by six bus routes bringing in an average of 200 students daily from rural districts. School tax rate of fifty cents. For additional information, write Chamber of Commerce, Pilot Point, Texas.

PLANO, a city of 2,000, is located in South Collin county—eighteen miles north of Dallas. Wealthiest city of its size and the center of the richest farming section in Texas. Lateral roads leading in every direction from city are piked.

Plano is located on U. S. Highway No. 75 from Winnipeg, Canada, to Galveston; is served by the Southern Pacific, north and south, and Cotton Belt, east and west, and hourly service on Texas Electric Railway from Dallas to Denison. Population of trade territory, 7,000; chief occupations: farming, raising and feeding live stock, dairying and poultry raising. Plano has thirty-four stores, bank, newspaper, ice plant, three cotton gins, large grain elevator, four garages, twelve filling stations. Plano is the center of the black land belt of Texas, is a beautiful residential city, and an ideal location for small factories. Address Joe Bradshaw, secretary, Chamber of Commerce, Plano, Texas.

RHOME is northwest of Dallas in the edge of Wise county, just on the outskirts of the great ranch country. The territory is of a rolling to a hilly type, with most of the farm land of a mixed chocolate loam, ranging to a light gravelly class. The chief products are live stock as the land produces excellent pasture and feed crops.

Connected with both Fort Worth and Dallas by fine hard-surfaced highways, the community stands in a most favorable location for future development. Write for further details to L. Wayne Renshaw, care Rhome Milling Co., Rhome, Texas.

RICHARDSON, eight miles from Dallas city limits, brick paved highway through city, highest quality Artesian water from poluxy sands, standard piping over entire city with automatic prescribed pressure. Municipal-owned sewerage system, paved or graveled streets, telephone system, efficient local and long distance service; Southern Pacific railroad, Texas Traction Co. lines; surrounded by most productive black land with every road paved or graveled; five churches with working membership, affiliated 14-room high school; progressive city government not burdened with local taxes. Address City of Richardson, Richardson, Texas.

ROWLETT is in the heart of the famous black land cotton belt, northeast of Dallas, and is noted for its high production of good quality long staple cotton. The soil is also well suited to grain and live stock production. In recent years many farmers have discovered that summer Bermuda onions of very high quality can be produced. Write J. H. Buhler, Rowlett, Texas.

SANGER, about fifty-five miles northwest of Dallas, in Denton county, is located in a thriving farming community, producing poultry, grain, cotton, live stock, and some truck, in the form of melons, peanuts and sweet potatoes. The town boasts a very active and influential chamber of commerce, indicating progressive citizens, greatly interested in civic improvements and city government. A splendid up-to-date school system is provided for the young people of the community with especially fine training in vocational agriculture, which prepares the boys for the wide range of agricultural activities in that section. For full particulars, address Chamber of Commerce, Sanger, Texas.

TIOGA, located about seventy miles north of Dallas, offers unusual opportunity to someone financially responsible, to build and operate a hotel as a health resort. Mineral water that is good for many ailments is to be had here in abundance for drinking, making crystals, for baths, making oils, etc. Mineral water and its by-products are now being shipped to points throughout the United States from Tioga. Those interested, write for analysis of the different wells already here. Come to Tioga and investigate for yourself. Address Chamber of Commerce, Tioga, Texas.

VENUS is in Johnson county thirty-five miles southwest of Dallas on U. S. Highway No. 68 and is served by the Santa Fe and also the Missouri Pacific Railway and the Greyhound bus line. Venus is in the heart of the black land district and has a paved square, affiliated school, natural gas, electric lights, three churches and two banks. The soil is prolific to the growing of cotton, grain and truck farming, stock and poultry raising. Land is very reasonable here and deep-well water is easily found. The winters are very mild. We are located only thirty miles from Fort Worth. For further details, write Mayor Ralph Gidden, Venus, Texas.

WYLIE, located twenty-nine miles northeast of Dallas, in Dallas county, is surrounded by fertile, black, waxy land, and is famous for the high-grade cotton produced in the vicinity. Poultry raising and dairying enterprises have been profitable in the community, and in the last year or two the feeding of live stock and the raising of grain crops have increased to some extent. It is inhabited by a high-class citizenship, which has provided an excellent school system, fine churches, and many civic improvements. Address Fred Gallagher, Wylie, Texas.

Tales of Frauds and Fakers

By ABE A. BERGER

This is one of a series of stories presented to the readers of Dallas Magazine through the courtesy of the Better Business Bureau of Dallas showing how "Gyp-Rackets" are worked.

A Lottery Without Winners

"Yes, Mr. Lewis, our satisfied customers are our best testimonials." The saleswoman of the Surprise Suit Company was very attractive. She leaned across the desk and tapped a pile of contracts. "You see the first name here—Mr. Augustus Blank, the vice-president of your company!"

"Oh, if Blank thinks it's a good thing!" Mr. Lewis' resistance weakened.

"A good thing! Why, United States Treasury notes are no surer. You pay down \$2 for twenty-four weeks. At the end of that time every member of the Surprise Suit Club makes his choice from the magnificent stock of the Surprise Suit Company—positively any \$48 suit in its stock. But besides that—and here is your unparalleled opportunity, Mr. Lewis, each week a number is drawn and the fortunate winner is given a splendid \$48 suit absolutely free. You may be the lucky man!" She threw a flashing smile across the desk which separated them.

Lewis fingered inconclusively the blank contract she laid before him.

She touched his sleeve confidently. "More, Mr. Lewis, I think I can guarantee you luck in return for a little help. As office manager you have a great deal of influence—a suggestion from you—?"

"Oh," Lewis protested, "I shouldn't think of putting any pressure on the fellows—"

"No, indeed," she disclaimed such a thought with a graceful wave of her slender hand. "I merely meant that you might give me the opportunity to present the plan of the Surprise Suit Club—and naturally you wouldn't object to my saying that you have joined."

She handed him a pen. "As I supervise the drawing of numbers," she said, glancing at him mischievously from under her long lashes, "I could almost assure you that you will get a splendid tailor-made suit within three weeks."

She handed him the little book in which his payments were to be recorded and folded away the signed contract.

It wasn't the last contract she put in her neat pigskin brief case that day. The suit club germ spread like measles through the offices of the Hume Construction Company. A little Surprise Suit Club book nestled in the vest pocket of nearly every man there, from vice-president to the newest draftsman.

Lewis really looked forward to having his two dollars collected by the fair saleswoman the following week. But she didn't come. Instead, a young man gath-

ered the installments, and many hearts were heavier and many pockets lighter as he took the elevator.

Of course, Lewis hadn't expected to draw a suit the first or the second week, but when he had made the third and fourth payments, each week to a different collector, without any glad news, he began to be restless. He looked at his contract and noticed it did not even mention the free suit feature.

"But if it did," the construction company's legal man remarked, "the joke would be on us, for lotteries are against the law. We have no come-back! Lewis had diffidently pointed out the omission, and at the same time tried to find out who had drawn the lucky numbers so far.

"Nobody that I've heard of!" Morse, a fellow employee, commented, "and if you ask me, I'll bet nobody will. I quit right here. Eight dollars is enough for an old egg like me."

But Lewis couldn't bear to lose his eight dollars. After all he might draw a suit next week. Anyhow he was sure of a good suit when he completed his payments. Nearly everyone else in the suit club felt the same way. But no matter how much they whispered, no one could find anyone who had drawn a suit. And everyone was ashamed to confess that he had been promised special consideration in the drawing.

At the end of the twenty-four weeks, Lewis looked up the address of the Surprise Suit Company to make his selection. He was surprised to find it located on a dingy street in a decidedly third-rate building.

Still worse was his disillusionment when the proprietor pointed out the suits from which he was to make his choice.

"Why, I've seen better ones than that for twenty dollars at Banks Brothers!" Lewis exclaimed bluntly.

The proprietor made a deprecatory gesture. "I make you a better one—better cut—better cloth—for \$100."

"But I don't want to pay a hundred! I never pay over \$75, usually \$65. Your saleswoman said this would be a \$65 value. I might prosecute you for misrepresentation."

The only response was another shrug, and "Was it in the contract?"

With many misgivings he finally ordered a hundred dollar suit. Even then the material didn't seem very good, but he wanted to save his \$48. The finished suit was terrible! Was it the loud pattern, or was the cut worse? Lewis couldn't see himself wearing it. He felt that he should always hate that suit. He always did. And so did the rest of the men at the Hume Construction Company. They hated theirs.

Morse, who quit when he had paid eight dollars, always said he was the only winner in the Surprise Suit Club.



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They are made in Dallas and

"What Dallas Makes Dallas"

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We have to live and buy and Advertise—now is the time to get a good start by dressing up your sales talks in the most attractive way.

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When you need Commercial Art, call—

HUGH CARGO

1816 Allen Building
DALLAS



The Domestic Allotment Plan

By W. L. CLAYTON

THE Domestic Allotment Plan of "farm relief" which has passed the United States House of Representatives and is now under consideration by the Senate, seeks to raise the price of selected agricultural products by taxing the domestic consumers of those products and passing the proceeds of such taxes, minus the cost of administration, back to the producer, conditioned upon adherence to a specified program of reduced production.

In short, this "plan" is just another scheme to raise prices by legislation.

We have tried one such plan, that created by the Federal Agricultural Marketing Act passed in 1929, and our experience with that plan has cost the

taxpayers of the United States close to five hundred million dollars and has cost the cotton and wheat farmers of this country perhaps several billions of dollars in lost markets and artificial stimulation of production, resulting in the piling up of huge surpluses, driving prices to the lowest levels seen in generations.

Brazil, Cuba, Great Britain, Japan and other countries have all tried legislatively to sustain or advance the prices of their principal agricultural products—all with disastrous results.

The Domestic Allotment Plan, if it should ever become a law, will probably end more disastrously even than the Farm Board Plan.

We ought to have learned by this time the simple A B C lesson of economics, that prices cannot be raised by government decree.

The only sound approach to a solution of the problem of present extremely low prices of agricultural commodities is through the reopening of markets and the restoration of buying power of consumers.

The Domestic Allotment Plan proposes to take money in the form of taxes from one group of the community and hand it over to another group. No new markets are found, no new wealth is created.

There is no overproduction of cotton except such as was caused by the artificial price-fixing operations of the Federal Farm Board. There is, however, underconsumption of cotton, which, to a certain extent, is due to the operations of the Federal Farm Board, but, to a greater extent, is due to the childish notion which we have fallen in love with in this country, that we can sell our surplus products abroad and at the same time refuse to buy foreign goods.

The Domestic Allotment Plan is basically unsound, because:

1. Prices cannot be raised by legislation.
2. It is unconstitutional to tax one group of our citizens for the benefit of another group.
3. Doubling the price of raw cotton for domestic consumption, as the Allotment Plan proposes, would undoubtedly cause the substitution of other untaxed products like jute, paper, etc., for cotton, thus destroying the market for a considerable quantity of cotton at a time when we need more markets.

There is no substantial demand for the Domestic Allotment Plan from the cotton farmers. If the truth were known, a great majority of the cotton farmers probably would pray to Congress to be delivered of all such "plans" of farm relief.

Real farm relief will come if Congress will:

1. Balance the budget through a drastic reduction in the cost of government, thus restoring confidence.
2. Substantially reduce the tariff and readjust the war debts in order to reopen our foreign markets for cotton, wheat, etc.
3. Require Federal Land Banks to re-write all farm mortgages held by them on the basis of reasonable earning power of the land at present prices of farm products, in those states which remove the State ad valorem tax on land, substituting for same a sales tax or some other form of taxation.

This would, of course, leave the question of readjustment of farm mortgages owed to others than the Federal Land Bank, but it is certain that once the Federal Land Bank has acted as suggested, all private concerns holding farm mortgages, such as insurance companies, mortgage companies, banks, etc., would be compelled by public opinion and in their own interests, to follow the example set by the Federal Land Bank.

The cotton farmer, compelled to sell about sixty per cent of his products abroad, has been unmercifully exploited, through the tariff, pushed higher and higher, until now the policy thus forced upon him of buying in a protected market and selling in a free market has all but robbed him of anything with which to buy.

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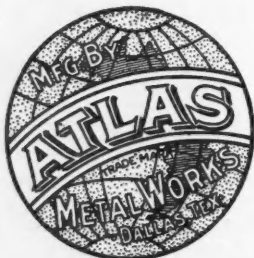


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*Everything Furnished in the
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SERVICE UNEXCELLED

Merchandising Information File Now Available

DURING the year 1932 the Trade Extension Department of the Dallas Chamber of Commerce obtained a set of the Merchandising Information File originated and made available by the Marketing Service Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce. H. W. Stanley, manager of the Trade Extension Department of the Dallas Chamber, had become familiar with this file through the Dallas office of the Washington bureau and knowing its usefulness, obtained a set for his use in connection with his trade institutes throughout the trade territory of Dallas, which extends into the five Gulf Southwest states.

This file contains information on practically all aspects of retailing, wholesaling and the manufacturing business and gives excellent references to publications from which basic information may be obtained on all these subjects. It has been utilized by Mr. Stanley in his travels through the southwestern states and certain chambers of commerce have become acquainted with it in this manner. Some of these chambers of commerce, realizing its possibilities, have called on the Dallas office of the Bureau of Foreign and Domestic Commerce relative to installation of such a file in their respective organizations. Although the file furnished Mr. Stanley is accredited to the Dallas Chamber of Commerce, the file itself goes with Mr. Stanley on his institute trips.

Members of the Dallas Chamber of Commerce and others in the city of Dallas have available to them a similar file in the Dallas district office of the Commerce Department, which office is maintained in the Chamber of Commerce Building. This file has been consulted by a large number of Dallas business men and has saved them countless time and money in locating sources of information they desired on specific subjects. There are in Dallas two other sets of this file; one in the Oak Cliff-Dallas Commercial Association office and the other in the office of the Retail Furniture Association of Texas, the latter file being maintained, however, primarily for the membership of the furniture association. The files in the Department of Commerce office in the Chamber of Commerce Building and the one in the Oak Cliff-Dallas Commercial Association office in Oak Cliff are maintained for the business men of the city in general.

Wherever these files are installed, they are considered very valuable additions to the regular services of the Chamber of Commerce or trade organization and should prove even more important in the future since the file is having added to

it constantly new and additional data on more than 200 different subjects relating to domestic business operations. Through the use of such a service the Chamber of Commerce is enabled to offer to its members really worth while information obtained by a perusal of all trade publications and other private, as well as governmental sources, including that gathered by the trained personnel of the United States Department of Commerce.

At the present time this file is available in the Gulf Southwest in the following cities and organizations: Dallas: Dallas district office, Chamber of Commerce Bldg.; Trade Extension Department, Dallas Chamber of Commerce; Oak Cliff-Dallas Commercial Association, Retail Furniture Association of Texas. Fort Worth: Fort Worth Chamber of Commerce, Fort Worth Retail Merchants Association. Greenville: Chamber of Commerce. Denison: Chamber of Commerce. Sherman: Chamber of Commerce. Mineral Wells: Retail Merchants Association. Olney: Chamber of Commerce. Amarillo: Chamber of Commerce. Pampa: Chamber of Commerce. Breckenridge: Retail Merchants Association. Abilene: Chamber of Commerce. Brownwood: Brownwood Merchants Association. Coleman: Chamber of Commerce. San Antonio: Chamber of Commerce. Waco: Junior Chamber of Commerce. Austin: Chamber of Commerce. Corpus Christi: Chamber of Commerce. Donna: Chamber of Commerce. Edinburg: Chamber of Commerce. Falfurrias: Chamber of Commerce. Marlin: Chamber of Commerce and Agriculture. McAllen: Chamber of Commerce. Mercedes: Chamber of Commerce. Mission: Chamber of Commerce. San Benito: Chamber of Commerce. Taylor: Board of City Development. Midland: Chamber of Commerce. Durant, Okla.: Chamber of Commerce. Roswell, New Mexico: Chamber of Commerce.

Installations will be made in any Chamber of Commerce in the Gulf Southwest territory provided the Chamber wants it, requests it and gives assurance that it will be maintained and used. There is no cost for the installation of this file. Chambers of commerce and trade associations interested should get in touch with the nearest office of the Bureau of Foreign and Domestic Commerce, Department of Commerce, located in Dallas, Houston, El Paso and Galveston.

A Summer Excuse

The boss elbowed his way through the crowd at the baseball game and stood before a small boy.

"So, this is your uncle's funeral, is it?" he exploded.

"Looks like it," the youth responded, "he's the umpire."

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Repaint all yard fences.

Install cedar lining in one or more existing closets.

Repair or replace gutters, leaders, or flashings.

Install dormer window or skylight to make attic space more useful.

Repair existing roof; restain or apply preservative to wood shingles; stop all leaks.

Reroof with wood, asphalt, asbestos or metal shingles, slate, clay tile, or metal.

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Plumbing Fixtures, Water Heaters, Plumbing and General Repairing

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Contracting Plasterer

Now is the time to have your walls replastered and repaired, while material is cheap.

Let me estimate that little repair job—the low cost will astound you.

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The Tucker Company

Contractors—A complete property maintenance service. Efficient repair service on: Painting, Decorating, Paperhanging, Floor Surfacing, Window Shades and Linoleum.

3115 N. Haskell Tel. 5-6412

J. M. Johnson & Co.

Electrical Contractors and Engineers.

Call us for Electrical repairs of all kinds.

2824 Laclede Tel. 58-1135

City Plumbing Service

Specializing in

Water Heaters—Fixtures
Repairing

Estimates for Insulations

3004 Ross Tel. 3-3617

J. C. CANNON & CO.

Manufacturers and contractors, general sheet metal work, steel ceilings, ventilators, skylights, metal forms, gutters, etc. Specializing in hotel and restaurant work.

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Announcing—

Our new location at 728
Allen Building, Dallas.
The same phone number
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S. N. P. A. Recognition

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IN ONE, TWO OR THREE COLORS
Distinctive — Individual — Inexpensive

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Manufacturers and dealers in
all kinds of Barrels and
Kegs. All sizes in stock or
made to order—Iron Drums,
Water Coolers, Tubs.

Specification work our
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35 Years' Experience

2417 N. Washington Tel. 3-0552

TRAVELERS GUIDE

Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) Austin, Texas.

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871, Austin, Texas.

Cafes

"EL FENIX" CAFE, 108 S. Santa Rosa Ave., San Antonio, Texas.

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, Austin, Texas.

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., San Antonio, Texas.

Hotels

LA FITTE HOTEL, 535 S. St. Mary's St., San Antonio, Texas.

Wiring Installation School

Dallas has maintained its leadership by being the first Texas city to adopt the national electric code as a standard for electric wiring installations. The ordinance was passed by the City Council last month, adopting the code which is under consideration in eleven other Texas cities and in use in more than half the large cities of the United States.

Standardization of materials and equipment as a result of the general adoption of the code will make adequate wiring more economical, it is believed. Home owners will at the same time have the assurance of protection against accident hazards from wiring, since this code was formulated by members of the electrical industry in collaboration with the National Board of Fire Underwriters.

The Dallas Electric Club will sponsor a school of instruction for all members of the industry dealing in wiring installations, using the new code as subject matter. Classes will be held on Friday evenings, with A. J. Bommer of the Underwriters Laboratories, Inc., as instructor. The first class was held early in March on the third floor of the Dallas Power and Light Company distribution building, Park and Marilla streets. O. H. Koch, supervisor of public works; W. W. Knotts, local electrical contractor; W. B. Leach, representative of the Electrical Workers' union, and Mr. Bommer will speak.



Buy American

Is it any wonder that the "Buy American" campaign has received the endorsement of such publicity geniuses as William Randolph Hearst and Cyrus H. K. Curtis? Organizations have been formed and manufacturers and merchants have seized upon its emotional appeal. The keynote of "Buy American" is to keep American dollars at home, help the American farmer, the fisherman and put labor back at the wheels of industry.

There are two great schools of thought involved in the controversial subject; each believing that his way is the high road to business recovery.

Business Week tells us: "That in 1932 we bought half of our cotton, twenty-seven per cent of our tobacco, fifteen per cent of our wheat, twenty-four per cent of our lard, thirty per cent of our lubricating oils, eleven and one-half per cent of our automobiles, nine per cent of our gasoline, and a sizeable fraction of our miscellaneous manufactures. It is the way foreigners buy American automobiles, radios, refrigerators, shoes, codfish, and whatnot in the cotton and tobacco and hog and wheat states."

Our imports are roughly segregated as follows: thirty-one per cent raw materials, twenty-five per cent food stuffs, mostly tropical; eighteen per cent semi-manufactured products, as wood pulp; twenty-six per cent finished manufac-

tures, largely those things which we cannot or will not produce.

Perhaps we could eke out some sort of an existence by a return to primitive life and thereby cut off all imports, but what of silk, coffee, tea, rubber, bananas, cocoa, tin, antimony, vanadium, nickel, and a host of other things which go to sate the whims of a luxury-loving American public.

Thus the surest way to keep American dollars at home is to buy foreign for no dollar spent for imports ever leaves the United States. Every cent of it, plus an additional twenty cents is spent here for the products which he wants.

It is also claimed that competition between imported and domestic merchandise is confined to a narrow area,—but when it is observed that ruinous competition has been centered on our home markets the futility of competition with those countries off the gold standard in export markets, becomes apparent.

Congress could provide a simple remedy to meet unfair competition created by depreciated currencies as provided in the so-called Crowther Bill to adjust tariffs to depreciated currencies, but this has not been done and its failure of passage at least in the present session of Congress appears imminent.

It is significant that the "Buy American" movement is gaining momentum, although there is nothing very remarkable about this fact, for it is merely an expression of that age-old immutable law of self-preservation—Hartford Magazine.



At a dinner party the absent-minded professor was seated next to a charming woman.

"Don't you remember me, professor?" she smiled. "Why, some years ago you asked me to marry you."

"Ah, yes," said the professor, "and did you?"



"Only last week you said you'd sell your cow—now you are going to keep her. How come?"

"Oh! This week she had the hiccoughs and we don't have to churn."



"You seem to have plenty of intelligence for a man in your position," sneered a barrister, cross-examining a witness.

"If I wasn't on oath, I'd return the compliment," replied the witness.



Father: "Is that young man asleep?"

Daughter: "Hush, father. He has just asked me to marry him and make him the happiest man in the world."

Father: "Just as I thought. Wake him up."



Teacher: "Why did Noah take two of each kind of animal into the ark?"

Bright Pupil: "Because he didn't believe the story about the stork."

New Package Car Company

At recent meetings held in Dallas and Houston, a number of the leading warehousemen of Texas completed the formation of the "Lone Star Package Car Company," operating only from New York City and eastern seaboard points into Texas. The new organization provides for the movement of less than car load shipments of freight from New York via Morgan Steamship Line to Galveston and Houston and Southern Pacific Lines into interior points. Two sailings each week are provided and seventh morning store-door delivery promised.

This new company is owned and operated by warehousemen in all principle cities of Texas, each owner acting as agent in his particular territory, and in this manner is able to efficiently serve all points in Texas.

Gus K. Weathered, Dallas Transfer & Terminal Warehouse Company, was elected president of the new company. Other officers are Fisher Dorsey, Ship-side Warehouse and Patrick Transfer & Storage Co., Houston, vice-president and treasurer, and O. E. Latimer, Scooby Fireproof Storage Co., San Antonio, secretary. R. E. Shutt, Dallas Transfer & Terminal Warehouse Co., will handle the Dallas business assisted by R. O. Andrews, formerly with the Texas Package Car Company.

◆◆◆
"Whose children are those, Mandy?"

Mandy: "Dey's mine."

"Yours? Why I thought you said you were an old maid?"

Mandy: "I is, but I'm not one ob de fussy kind."

◆◆◆
She: "Can you define the word, 'chiropractor'?"

He: "Sure, he is a guy that gets paid for doing what the average man gets slapped for doing."

◆◆◆
Manager: "You ask high wages for a man without experience."

Applicant: "But it's so much harder work when you don't know anything about machinery."

◆◆◆
If all the politicians were laid end to end, some would lie still, others would still lie.

◆◆◆
Farm relief politician: "So you have decided to keep bees."

Farmer (ex-member of farm relief organization): "Yes, as I have been stung so much I have decided I might as well get something for my time."

◆◆◆
Crystal Gazer: "Ah,—I see—I see buried treasure."

Woman Client: "Never mind about that, it is probably my husband's first wife. I have heard all about her."

◆◆◆
Indignant father: "Do you think it is fair, Bobby, after I told you there wasn't any Santa Claus, to go and tell the neighbors I laid your Easter eggs, too?"

DALLAS, March, 1933

ECONOMY Without Sacrifice



The cost of business quarters in the Mercantile Building is in full accord with present-day economy, yet there is no sacrifice of character, convenience or quality of appointments.

New firms coming to Dallas are urged to investigate the advantages of this building.

Mercantile Building

MAIN AT LAMAR ST.

HILTON HOTELS

Serving 8 Texas Cities

WHEN YOU ARE IN DALLAS
WACO » MARLIN » ABILENE
SAN ANGELO » LUBBOCK
PLAINVIEW or EL PASO

Enjoy Hilton Hospitality
and Profit by Our Rates

\$2.00 » \$2.50 « \$3.00

8 million calls a day

You, and other telephone users in the Southwest, place more than 8 million telephone calls every day, our statisticians say.

That's a lot of talking.

It means a never-ending stream of words poured into the mouthpieces of telephones everywhere . . . converging through our switchboards . . . rushing out again over slender copper wires.

It means that day after day, business deals are completed, sales made, parties planned, friends brought together . . . sometimes lives saved . . . by words, pulsing through the web of telephone lines

After all, the essential thing we sell you is a means of sending your words to others, and hearing their replies

We can't sell you a telephone . . . we can only place it on your desk in easy reach. We can't sell you poles, or wires, or a tiny part of the switchboard in the telephone office. But we *can* hold a vast telephone system in constant readiness, so that at your order a circuit . . . a talking-path . . . can be set up between you and anyone with whom you want to talk, anywhere

Our goal is to make the telephone calls we sell constantly clearer and better. Southwestern Bell Telephone Company.



A Bit of Humor

Stopping to pass the time of day with a Missouri farmer, a tourist learned the farmer's father, who was ninety years old, was still living and working on the farm where he was born.

"Ninety years old, eh?" asked the tourist.

"Yes, father is right close to ninety," the farmer replied.

"Is his health good?"

"Tain't much now. He's been complainin' fer a few months back."

"What's the matter with him?"

"I dunno. Sometimes I think farmin' don't agree with him."

Alex (just coming from the bank): "So ye have money to put away?"

Donald: "I didna put money in the bank."

Alex: "Then ye drew some out, or borrowed?"

Donald: "Nae. Neither."

Alex: "Ah, weel, an' what did ye there?"

Donald: "I filled my fountain pen."

A lot of fellows who complain about their boss being dumb would be out of jobs if the boss were any smarter.

"I want a nice present for my husband. What do you advise?"

"May I ask how long you have been married, madam?"

"Oh, about fifteen years."

"Bargain counter in the basement, ma'am."

Teacher: "Where was the Declaration of Independence signed?"

Willie (after silence): "At the bottom."

Foreman (on excavation job): "Do you think you are really fit for hard labor?"

Applicant: "Well, some of the best judges in the country have thought so!"

Two Irishmen, with a grievance against their landlord, decided to settle it man to man and laid for him one night with their shillalahs. They expected him to pass their hiding place at nine. At eleven he had not made his appearance.

"Now what the divvie," said one of them, "can be kapin' 'im?"

"Do you suppose, Pat," said the other, in a voice of sympathy and solicitude, "that anything can have happened to the poor fellow?"

Eventually every married man learns to look at the gasoline register before he backs the car out of the garage.

"Dear, dear, you mustn't play with daddy's razor, baby. Mother has a can of peaches to open."

The Scotchman had fallen into the well and, while swimming around in it, called to his wife. She came running to him and asked, "Shall I call the servants from the field, that they may pull you out?"

"What time is it?" inquired he.

"Eleven-thirty," said the wife.

"Well, never mind," said he, "I'll swim around 'till dinner time."

"Did you give the man the third degree?" asked the police officer.

"Yes. We browbeat him and badgered him with every question we could possibly think of."

"What did he do?"

"He dozed off and merely said now and then, 'Yes, my dear, you are perfectly right.'"

On the Homeward Trip

The lights had gone out in the bus and the tall man asked the young lady, who had gotten on at the last stop, if he could help her find a strap.

"I've already found one," she said.

"Then would you mind letting go of my necktie?"

Baby Talk

"Is that a dray horse you have there?"

"Say, sister, this is a brown horse, and don't talk baby talk to me."

It Makes a Difference

"Isn't that Brown over there, surrounded by pretty girls? I thought he was a woman hater."

"So he is, but she's not with him tonight."

Just Occasionally

"Little girl, have you been eating onions?"

"Sure. Do you think I smell this way all the time?"

"Why is your wife so quiet today?"

"I put cement in her beauty clay."

Statistics

Court statistics show that wives get sixty-five per cent of the divorces.

It may be noted also that they get 100 per cent of the alimony.

Grade one was having a lesson on birds.

After some discussion the fact was established that birds eat fruit. One little girl, however, was unconvinced.

"But, teacher," she asked, raising her hand, "how can the birds open the cans?"

Jailer (to prisoner awaiting execution): "You have an hour of grace."

Prisoner: "O. K. Bring her in."



A Comprehensive
List of Dallas
Firms that Serves

DALLAS BUYERS INDEX

~to Establish a
Contact between the
Buyer and Seller!

Accountants

O. CURRIN & COMPANY
AUDITORS AND ACCOUNTANTS
(Specialize in Bank Audits)
705-9 Dallas Bank & Trust Building
O. CURRIN, President
Dallas, Texas
7-6192

Cellophane Printers

famous
MILPRINT
PRODUCTS
MILWAUKEE
DuPont Cellophane
Printers
RAY H. TURNER
Allen Bldg.
7-6043

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CLOSED TRUCKS DAILY SERVICE EACH WAY
EAST TEXAS RED BALL MOTOR FREIGHT LINE
Bonded and Insured—Class A, Permit 2335
We Deliver to Your Door
DALLAS-HENDERSON
Via TERRELL, TYLER, KILGORE, LONGVIEW
Claims Settled Promptly
Direct Connection With—Shreveport, Lufkin, Nacogdoches and Points East
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DALLAS DEPOT—2218 SO. HARWOOD ST.

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TEXAS CORRUGATED BOX
COMPANY, Inc.
Manufacturers
Corrugated Fibre Shipping Containers
—Ask us to design a box for your product
P. O. Box 1387 Phone 5-4105
DALLAS

Drilling Contractors

J. M. RUSH
1224 Kirby Bldg.
DALLAS, TEXAS

Motor Freight Lines

Cleburne Phone 1378 Dallas Phone 2-4015
Waxahachie Phone 1144

D. L. & W. MOTOR LINES

Daily Freight Service to Cleburne, Waxahachie,
Glen Rose and Intermediate Points

Blue Prints

Southwestern Blue Print Company
H. F. KOCH, MANAGER

PHOTOSTAT PRINTS

CONSTRUCTION BLDG. 2-8084 415-16 TOWER
405 SO. AKARD ST. PETROLEUM BLDG.

Exterminators

RATS—ROACHES
*If You Have Them
We Kill Them*
International Exterminator Co.
111 N. Carroll 8-4916

Motor Freight Lines

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Roadway Express, Inc.
Daily Service Between Dallas and St. Louis
Service to and from principal points
north and east
Phone 2-2010 1401 S. Preston
Dallas, Texas

Blue Prints

Blue Prints Photostats
Rotaprints Superstats
Manufacturer of
Blue Print Paper and Cloth
JNO. J. JOHNSON
1912 N. St. Paul St. Dallas, Texas
Phone 2-8067

Fruits, Wholesale and Retail

Texas Fruits Help Build Texas
The best in Rio Grande Valley Grapefruit
and Oranges for less money.
Express shipments to all parts of the
United States.
Waugh's Fruit Ranch
Orange Street at McKinney Ave.
Phone 2-8250

Newspaper Clippings

TEXAS PRESS CLIPPING BUREAU
Established 1910
J. HENRY SIMPSON, Owner and Manager
Insurance Building
Newspaper Clippings and Reports
Phone 2-7628 DALLAS, TEXAS

Bottles, Kegs, Crocks

Bottles Kegs Crocks
Phone 7-0270
2035 Cedar Springs
A B STORE
Wholesale Retail
We Sell All Kinds of
Bottles, Stoneware,
Glassware, Corks, Cartons, Pottery, Bottlers'
Supplies and Coopers—Complete Stock

Insurance

Guaranty Old Line Life Co.
Guaranty Old Line Life Ins. Co.
Guaranty Old Line Life Underwriters, Inc.
J. C. EVERETT, Pres.
418-19-20-21-22 Wilson Bldg.
Tel. 7-4532 Dallas

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duced of any Written or Printed Document, Legal
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Something New in Bus Transportation
AIR CUSHION RECLINING CHAIRS
FREE PILLOWS, PORTER SERVICE,
ICE WATER
Station, Jefferson Hotel Phone 2-8059
City Office, 1022 Main Phone 2-8050

Labels

PRINTED and ENGRAVED
LABELS
Dallas Label & Box Works
1804-6-8 Carroll, Dallas Phone 2-2927

Restaurants

GOLDEN PHEASANT
RESTAURANT
PAUL C. BATHIAS
1117 Commerce St.
DALLAS, TEXAS
Phone 2-2611

Carbon Paper and Ink Ribbons

TEXAS RIBBON & CARBON COMPANY
305 Insurance Building
C. R. SCOTT, Mgr. Phone 2-1527 Dallas, Texas

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LEARN LAW—One Year Course
SOMERVILLE LAW SCHOOL
Visit Tuesday and Friday Nights
1807½ Commerce Street Phone 2-0111
Dallas, Texas

Storage and Transfer

FIREPROOF STORAGE CITY & INTER-CITY
HEAVY HAULING DRAYAGE
GILLETTE TRANSFER & STORAGE
COMPANY
DALLAS, TEXAS
LONG DISTANCE HAULING
FRED GILLETTE Phone 2-7701
Res. 6-6403 1712 CARTER ST.

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The New Deal

How the players will handle their cards after the "new deal" at Washington on March fourth cannot be forecast. But every indication points to a return to those fundamental principles of Democratic government so ably expounded by Thomas Jefferson and so vigorously practiced by Andrew Jackson.

Certainly it is high time. For almost too long our ills have been treated with the ineffectual mumbo-jumbo of political medicine men. Their panaceas and nostrums must be discarded and replaced with a scientific treatment going to the root of our troubles. Palliative measures are—record it sadly—necessary; business has been teetering for four years, millions are without employment, and the farmer's manifold troubles present a problem of the first magnitude. Palliatives, however, are generally of no great lasting value; they soothe the pain but do not effect a cure. A complete cure requires prompt and drastic action directed at the source of the disease.

Where does it lie? By now it is rather broadly conceded that it may be traced to the complete stagnation of world trade. The United States is the creditor of the whole world, but instead of lending a helping hand to those who are in our debt, we have so tightly tied up the arteries of international trade that we have paralyzed it. To change the metaphor, our policy of economic isolation has come home to roost and it has brought with it a numerous flock of dark visaged birds of ill omen.

Thoughtful men agree that we must change this policy. They recommend a realistic attitude toward war debt payments, a loosening of our tariff to permit a free exchange of commodities and manufactured articles, and a heavy cut in the present high cost of government—Federal, State, county and municipal.

Judging from the public utterances of the President-elect, from the reputation and standing of his advisers, and from the character of the men he has selected for his cabinet, it is not too much to hope that something effective can be done—that we will frankly recognize our position as a creditor nation, and with a firm step and a helping hand lead the world out of chaos. We have shirked our obligations too long; the temper of the new administration is to shoulder them boldly.

The "new deal" gives the President a powerful hand; the whole country will watch with hopeful interest the progress of the game.—Acco Press.

A Scot purchased a radio set and a few days later his friends asked him how he liked it.

"Well, it's aw right to listen to, but those bulbs are nae sae gud to read by," he replied.

Hotels and Apartments

Some Points of Interest in Dallas

FOR A MOTOR TOUR—Go out Maple avenue to Oak Lawn. Here are some of the attractive apartment hotels of the city, the well known Dallas Little Theater, Revershon Park, and one of the important hospital centers, including Parkland hospital, Bradford Memorial Hospital for Children, Hope Cottage, the Presbyterian Clinic and the Scottish Rite Hospital for Crippled Children.

BEAUTIFUL RESIDENTIAL SUBURBS of University Park and Highland Park, including Southern Methodist University and Dallas Country Club, may be visited by continuing this drive along Turtle Creek Boulevard, Lake Side Drive and Mockingbird Lane.

"LITTLE MEXICO"—A picturesque settlement a few blocks from the business district on McKinney avenue, where Mexican food, pottery, baskets and other handicraft may be procured.

INDUSTRIAL BOULEVARD gives an interesting view of the renowned Dallas skyline as well as some idea of the immense project which has just been completed in straightening the Trinity river channel and reclaiming 10,000 acres of land for industrial purposes in the heart of the city.

MARSALIS PARK ZOO, one of the largest and best in the Southwest.

INDUSTRIAL AND MANUFACTURING PLANTS—Visitors may make arrangements for trips through the following large plants at certain hours: Ford Motor Company, Brown Cracker & Candy Company, Armstrong Packing Company, Texas Electro Plating Company, Simms Oil Company Refinery, Lone Star Cement Company, Dallas Power & Light Company plant, American Airways shops; Sears, Roebuck & Co., Dallas News and Times Herald, newspapers, and the Texas Textile Mills.

DALLAS ART GALLERY—In the Power & Light Building.

HIGHLAND PARK ART GALLERY—In the Town Hall, Highland Park.

OBSERVATION TOWER—Atop the twenty-nine-story Magnolia Petroleum Company Building, furnishes a good panoramic view of the city. It is open to the public without charge.

THE THEATER DISTRICT—Centered on Elm street between Akard and Harwood. Here will be found a number of beautiful theaters, offering high-class vaudeville and motion picture entertainment.

AIRPORT—Within a twenty-minute ride of the business district of the city is Love Field, one of the leading commercial aviation centers in the South, and one of the five airports in the United States having an A. T. A. rating from the Department of Commerce. It contains 273 acres of land, four hard-surfaced runways, lighted for night use, eleven hangars, a terminal building and a government-approved aviation school. It is one of the show places of Dallas.

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